



FINGERTIP FACTS

CELEBRATING
37 YEARS IN BUSINESS

80% REPEAT AND
REFERRAL RATE

AVERAGE GROUP SIZE
14 PEOPLE

500+ PROFESSIONAL TRIP
LEADERS IN THE FIELD

150+ STAFF MEMBERS
IN BACKROADS OFFICES

FLEET OF 6,000 BICYCLES

TOM HALE
FOUNDER & PRESIDENT
SINCE 1979

AT A GLANCE 2016

Introduce your clients to Backroads, chosen by discerning travelers of all ages, interests and fitness levels since 1979. A Backroads vacation is the perfect blend of exhilarating activities, cultural encounters, scenery, camaraderie and fun. Tell your clients—travel with Backroads and experience the trip of a lifetime!

GO ACTIVE IT'S YOUR CHOICE

BIKING Guests pedal the world's most scenic routes, selecting from a range of mileage options each day and traveling at their own pace with unparalleled van support.

WALKING & HIKING Life's little details come alive, creating unforgettable encounters and cultural revelations. Weekend walkers and avid hikers—join us!

MULTISPORT An easygoing way to explore, these trips combine biking and walking with other fun-filled activities (including kayaking, rafting or even camel riding) to thoroughly explore a region.

IN PERFECT COMPANY

CLASSIC | FAMILY | FAMILY BREAKAWAY | SOLOS | PRIVATE

Guests decide who they want to travel with! Whether with adult travelers, families with younger kids, families with older teens and 20-somethings, solo travelers or their own private group. Backroads is the only company where travelers truly have an extensive selection of dates, destinations and traveling companions.

FOR SOMETHING A BIT DIFFERENT

RIVER CRUISE BIKING | WALKING

We've teamed up with AmaWaterways to offer the perfect combination of river cruising and biking or walking along Europe's and Asia's most glorious rivers.

SNOW ADVENTURES

Add a bit of snow and some snowshoes to Yellowstone National Park or the Canadian Rockies and you have our newest Snow Adventures!

ACTIVE GOURMET BIKING | WALKING

Enjoy cooking gourmet meals with expert chefs on a biking adventure in Tuscany or on a walking trip in Provence, Tuscany or the California Wine Country.



NEW FOR 2016

BIKING TRIPS

- ◆ Canadian Rockies
- ◆ England
- ◆ French Pyrenees & Spain's Rioja Region
- ◆ Parma to Verona
- ◆ Provence to the French Riviera
- ◆ Tuscan Coast
- ◆ Virginia & Maryland

WALKING & HIKING TRIPS

- ◆ A Taste of Camino de Santiago
- ◆ Brittany & Normandy
- ◆ Colombia
- ◆ Costa Rica
- ◆ Cuba
- ◆ England
- ◆ Iceland
- ◆ Maui & Lanai
- ◆ Palm Springs & Joshua Tree
- ◆ Piedmont to Portofino

MULTISPORT TRIPS

- ◆ Alaska's Prince William Sound to Denali
- ◆ Argentina's Lake District
- ◆ California Wine Country
- ◆ Canadian Rockies Snow Adventure
- ◆ Caribbean's Nevis & St. Kitts
- ◆ Cuba
- ◆ Dalmatian Coast to Montenegro
- ◆ France & Spain's Basque Country
- ◆ India
- ◆ Provence
- ◆ Tuscany
- ◆ Yellowstone & Tetons Wildlife Safari

RIVER CRUISE BIKING | WALKING

- ◆ Danube
- ◆ Mekong
- ◆ Portugal's Douro
- ◆ Rhine
- ◆ Seine

CLIENT PROFILE

AVERAGE GUEST AGE IS **45-65**
50% OF GUESTS
ARE REPEAT GUESTS
30% REFERRED BY PAST GUESTS
25% FAMILY GUESTS
GUESTS HOSTED ANNUALLY
29,000+

KEY CONTACTS

KC HOPPE

Marketing & Travel
Industry Relations
KCH@Backroads.com

MARTHA BAAB

Travel Agency Sales Support
TAcordinator@Backroads.com

HEIDI SHELDON

Travel Agent Specialist
Heidi_Sheldon@Backroads.com

AGENT WEB RESOURCES

Find FAQs, sales and marketing tips, brochures and collateral in our agent portal at www.backroads.com/travel_agent
And be sure to enroll in our *Inside Track Agent Specialist Program*

Lodging & Dining

PREMIERE INNS Enjoy first-class retreats and gourmet delights at the world's most luxurious hotels, many of which belong to distinguished alliances such as Relais & Châteaux and Small Luxury Hotels of the World.

CASUAL INNS This handpicked collection features three-star hotels and more casual dining in our most popular destinations.

DELUXE CAMPING We do all the campsite work while your clients enjoy the scenery, irresistible meals and evenings of fireside camaraderie.

Destinations Worldwide

Approximately 45 countries with over 3,000 departures scheduled in 2016. Europe | United States & Canada | Latin America | Asia & the Pacific | Africa

Never Subcontracted

At Backroads, we operate our own trips everywhere in the world, controlling quality each step of the way. We don't pay others to do the job we promise we'll do!

Mixed Abilities

With approximately 300 itineraries, Backroads has trips to suit a variety of fitness levels. We're committed to a journey guided by flexibility—and we back it up with our two vans and three leaders promise.

3 Expert Trip Leaders & 2 Support Vans

Backroads is the only active travel company in the industry with three expert trip leaders and two vans out on the road supporting our guests. We can be in more places at once, which means maximum support and flexibility for all guests.

The Best Bike Fleet

We have the best bikes, including our custom Titanium bikes and the Electric-Assist bikes, the pro-level Specialized S-Works Roubaix and Ruby, the Co-Motion tandem and custom kids' bikes. New! GPS device and eBike now included on biking trips in North America, Europe and Hawaii. See web for details.