

## ADVENTURE

# THE BACKROADS WAY

Backroads offers Biking, Walking & Hiking, Multi-Adventure and Family Vacations around the globe—plus active Ocean & River Cruise trips. Since 1979, Backroads has set the standard for active travel with its innovative leader hiring and training program, unrivaled trip planning and support, flexible daily route options and exceptional hotels and cuisine. All Backroads trips are supported by 3–4 trip leaders and 2 vans so guests can travel at their own pace, enjoying a perfect blend of exhilarating activities, cultural encounters, scenery, camaraderie and fun.

### BIKING

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

### WALKING & HIKING

Journey on foot and life's little details come alive, creating unforgettable encounters and cultural revelations. Weekend walkers and avid hikers—join us!

### MULTI-ADVENTURE

Guests paddle, hike, bike and engage in other fun and exciting activities (like kayaking, rafting, snorkeling and surfing) to thoroughly explore a region.

### FAMILY ADVENTURES

With nearly 800 Family Trips in 2018, we're the family travel experts! Choose Family Trips for Older Teens & 20s, Teens & Kids or Younger Kids (for kids 4–12). Everyone is unplugged and active together, creating lifelong family memories. A wide array of activities each day makes for ideal multi-generational trips. *Kids' biking equipment available on all Family Trips.*

### ACTIVE OCEAN & RIVER CRUISES

Guests love biking or walking with Backroads in combination with small luxury ocean or river ships. They unpack once, then explore multiple regions at their own pace, enjoying active days ashore with our best-in-class trip leaders, custom titanium bikes and multiple support vehicles for maximum flexibility. An experience no cruise company can match!

### PRIVATE & CUSTOM

Whether you have 2 honeymooners, a 30-person family reunion or a 200-person corporate retreat, we're here to make it happen. A group of 8 can take over an open date and make it a private trip for just \$500 more per person. Trips for 10 or more get our lowest pricing—saving an average of \$300 each. For groups of 16+, we offer exclusive Patagonia gear per guest.

### 2017 TOP SELLERS

Alaska | Bryce, Zion & Grand Canyon | Canadian Rockies | Cinque Terre & Tuscany | Dalmatian Coast | Danube River Cruise | Dolomites | Holland & Belgium | Iceland | Peru | Yellowstone & Tetons

# KEY CONTACTS

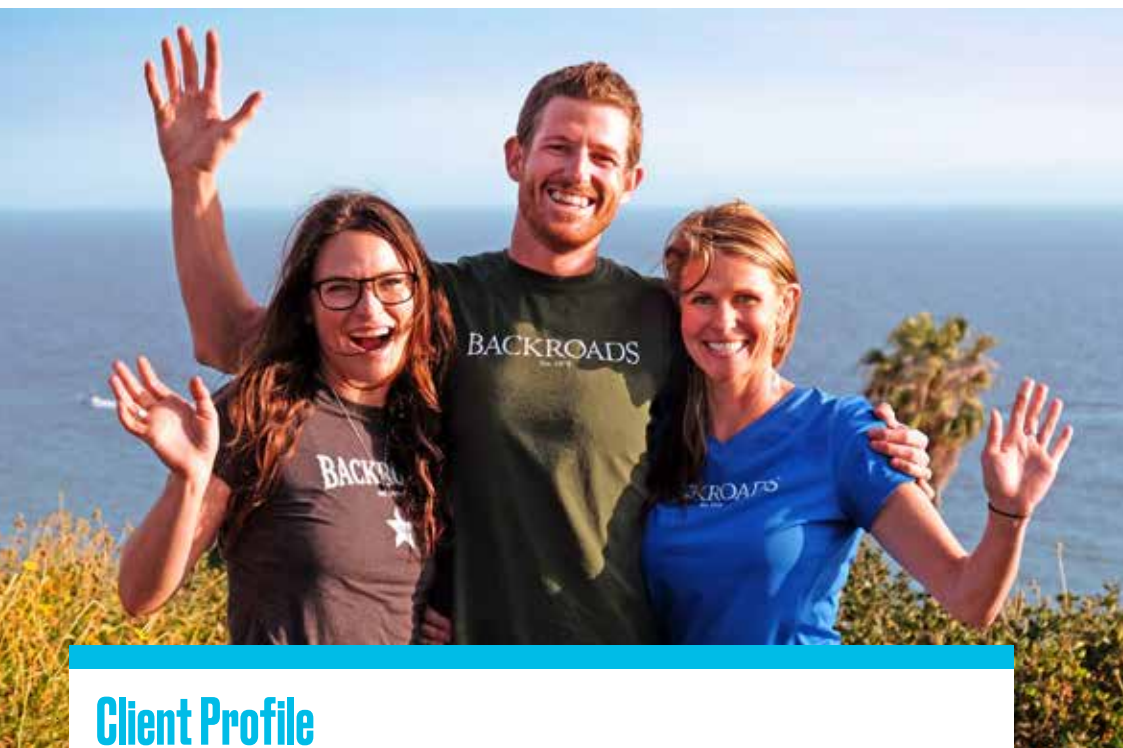
TRAVEL ADVISOR LINE  
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## KC HOPPE

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## Client Profile

Average Guest Age is **45-65** | **50%** of Guests Are Repeat Guests | **25%** Referred by Past Guest | **25%** Family Guests | **36,000+** Guests Annually | Kids Ages **4-25!**

NEW

## Book 12, Travel for Free

Group booking incentive for travel advisors—grab a group of your clients, friends or extended family and travel free! When you book 12 guests on a Backroads trip, you travel free as the 13th!

Fill that trip to capacity and earn a \$1,000 bonus commission.

Visit [backroads.com](http://backroads.com) to learn more about our Private Trips program.

## Your Sales Tools

**TRIP CATALOGS & E-CATALOGS** Request your supply of catalogs on our TA Portal today. Or send clients our e-catalog links via email and reference a trip page. No envelopes, no postage and immediate delivery!

**CUSTOM PDF TRIP FLYERS** Highlight 1-2 trips with your contact info and logo.

**IMAGES & VIDEOS** Ask us for images or videos to post on your website or use on social media.

**FAM TRIPS** Ask for our calendar of fam trips so you can experience a Backroads trip firsthand! We also offer fam savings of 25%-40% on the trip of your choice.

## FINGERTIP FACTS

Celebrating  
**39** Years in Business

**75%** Repeat and Referral Rate

Average Group Size  
**16** People

**550+** Professional Trip Leaders in the Field

**150+** Staff Members in Backroads' Offices

Fleet of **6,000+** Bikes

Nearly **800** Departures for Families in 2018

**Tom Hale**  
Founder & President  
Since **1979**

## BECOME A BACKROADS SPECIALIST

Find our comprehensive training program online.

**THE INSIDE TRACK:**  
[backroads.com/travel\\_agent](http://backroads.com/travel_agent)

It can be completed in 1.5-2 hours and will help you increase your Backroads sales.