



# BACKROADS

LIVE YOUR ADVENTURE | GO ACTIVE.®

Backroads is the world's leading active travel company for discerning travelers in the high-end market. Over the last 44 years, through substantial growth, we've consistently set the standard for small-group luxury travel. We offer Biking, Walking & Hiking, Multi-Adventure and Family Vacations around the globe—plus Active Ocean & River Cruise trips. Guests enjoy best-in-class Trip Leaders, flexible daily mileage options and van support on route, and exceptional hotels and cuisine.



## 2023 FINGERTIP FACTS

Celebrating  
**44** years in business

**50+**% repeat and  
referral rate

Average guest age **45-65**

Fleet of **10,000** bikes

Average group size  
**16** guests

**900+** Field Staff

**300+** Office Staff

**700+** Hotel & ship providers

Visit **20** Epic National Parks

Trips in **56** countries  
with over **4,400** departures  
scheduled on **7** continents

**Tom Hale**

Founder, President & CEO  
**Since 1979**

### WOMEN'S ADVENTURES **NEW!**

We're thrilled to announce Walking & Hiking, Biking and Multi-Adventure trips just for women. Since launching this collection a couple of weeks ago, we've doubled our departure count due to popular demand. Guests can't get enough of the camaraderie, luxury and excitement of these once-in-a-lifetime women-only journeys.

### FAMILY ADVENTURES

With nearly 1,000 Family departures in 2023, we're the family travel experts! We're the only travel company that offers family trips for three distinct age groups—Teens & Kids (9-17), Older Teens & 20s (17+), and Young Adults 20s & Beyond.

### ACTIVE OCEAN & RIVER CRUISES

Guests love the combination of Backroads active adventures with small luxury ocean or river ships. They unpack just once and explore multiple regions at their own pace. Days are spent on-shore with activities led by our expert Trip Leaders who provide bikes and support vehicles for maximum flexibility. River Cruises with AmaWaterways, Ocean Cruises with Ponant and Emerald.

### PRIVATE TRIPS

Whether you have honeymooners, a 30-person family reunion or a 200-person corporate retreat, we can make it happen. A group of 8 can take over almost any open date and make it a Private Trip. Trips for 10 or more get our lowest pricing.



# BECOME A BACKROADS SPECIALIST

START TODAY! If you're proactive and talk about Backroads to your clients, the sales will come. Complete The Inside Track Training for special discounts and additional sales resources.

## GROW YOUR BACKROADS SALES

Need help marketing Backroads to clients? Try these tips and resources from our [TA Portal](#)

### □ START THE CONVERSATION

If you aren't talking about Backroads to your clients, they may not even know it's an option. Propose a Backroads trip when discussing destinations with clients and gauge their response.

### □ SHARE BACKROADS (E-CATALOGS)

Save the postage and send your clients a Backroads e-catalog via email!

### □ BECOME A BACKROADS SPECIALIST

Complete our Inside Track program for special discounts and additional sales resources.

### □ REQUEST A CUSTOM 1-PAGER PDF

Upon request, we'll create a promotional flyer for up to 2 trips and include your agency logo and contact information.

### □ SHARE VIDEO & IMAGE LIBRARIES

Select short videos or images from our TA Portal libraries to use in emails, social media posts, blogs and more.

### □ REPURPOSE OUR TA EMAILS

We send out 3–5 Travel Advisor emails per month that you can forward to clients. We purposely leave out our contact information so you can easily reuse them.

### □ BEST OF CATALOGS IN BULK

Request a supply of our prospector catalog, which highlights 30+ of our most popular trips, and send it to your clients! It's a great way to introduce Backroads to your network.

### □ PLAN THEIR NEXT BACKROADS TRIP

Follow up with your clients right when they return from their Backroads trip. Guests often decide on trip where they want to go next with Backroads. Give them 2–3 trip suggestions when they return and send them detailed trip itineraries.

### □ HOST AN ADVENTURE NIGHT

We're happy to co-host a client adventure night with you—let's set a date!

### BACKROADS TRAVEL ADVISOR TEAM

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