

# VBT

## Bicycling and Walking Vacations

Dear Prospective Leader,

Thanks for your interest in a tour leading position with VBT Bicycling and Walking Vacations.

Within the VBT vision statement, you will find the following words:

“VBT is committed to being the world leader in bicycle touring vacations, which embodies the spirit of adventure and discovery for our travelers. We are in this business to provide an impactful and inter-cultural, active outdoor experience that significantly improves the quality of their lives. Our goal is to have our guests say to themselves, and others, when they arrive home: “my life is different because of my vacation with VBT.””

Reaching this vision takes a dedicated effort by the many individuals that make up the global VBT team. Our associates are very important to us, and we work within a framework of common respect and understanding, to keep the global team strong and connected.

It is ultimately our leaders, however, that have the most contact with our guests, and perhaps the strongest direct impact on their VBT experience and on their lives. Our leaders present the work assembled by our entire team, assist the guests in choosing the best options to customize their experience, accompany them through new and enriching encounters, create and share the magical moments that impact their lives in profoundly positive ways. Our leaders facilitate the journey to discovery – hence our use of the term “leader”. A VBT leader role is vital to the success of our guests’ experience, and to the success of our organization! The responsibilities accompanying such a critical role are equally great.

It is important to understand that while our leaders have an opportunity to experience some exciting cultural events in spectacular locations; tour leading is not a vacation. Bike tour leading is also much more than bicycling or cultural sharing. At various times it involves being a friend, coach, diplomat, peacemaker, mechanic, ambassador, first aid responder and more.

We place great focus on and take tremendous pride in the quality and selection of our leaders – dedicated, versatile, hard-working, service-oriented individuals who genuinely care about the guests they serve. VBT leaders come from a variety of nations and backgrounds, often with experience in service to American customers, bicycling and bicycle mechanics, foreign language and travel, teamwork and leadership. Each year we seek a few qualified individuals to add to our professional and fun-loving team. We hope you may be one of them.

The enclosed information may help answer some of your questions about leading VBT tours in North America and about the North American Leader Application process. If the tremendous demands and rewards of a VBT tour leading position appeal to you, please fill out the application form included in this packet and e-mail it back with the requested attachments as soon as possible. We look forward to hearing from you!

Gregg Marston  
VBT President

P.S. Check out our website at [www.vbt.com](http://www.vbt.com)

Included in this packet: 2016 VBT North American Prospective Leader Letter  
2016 VBT North American Leader Hiring Prospectus  
2016 VBT North American Leader Application  
2016 VBT Leader Basic Technical Skills Requirements