

# An Introduction to VBT & Country Walkers

Sell premium biking and walking adventures with two award-winning brands—enjoy one unified travel-agent program.



## Actively Experience the Best of the World

**Exceptional Local Guides & Trip Leaders:** Our guides and trip leaders are local to the regions where they guide, multilingual, and often experts in diverse fields, from geology to the history of Italian monuments, to help interpret the experience for your clients.

**Premium Accommodations in Boutique Hotels:** Your clients will be delighted at the authenticity, location, and feel of our carefully selected lodgings, ranging from chic eco-lodges to restored villas and agriturismos.

**Classic & Off-the-Beaten-Path Destinations:** Worldwide destinations on six continents allow your clients stay active year round.

**Carefully Rated Activity Levels:** Walks and rides offer a variety of tour ratings from Easy to Challenging, with daily mileage options to adjust the level to your client's desires.


**Exceptional, Authentic Cuisine:** Included meals, showcasing the best of local traditions and fresh ingredients abound. Your clients will love lively group meals.

**Competitively Priced Air Packages:** Book your client's entire trip with just one phone call—including pre- and post-tour accommodations, overseas transfers, and plane tickets at our contract rates.

## Ideal Client

- \* Average age is 45+
- \* Affluent professionals or retirees
- \* Love the camaraderie of small-group travel
- \* Enjoy being active
- \* Have a range of experience and fitness levels
- \* Solo travelers in search of a social experience
- \* Groups of 8-20 hoping to travel together

## Quick Facts

- \* Part of the Xanterra Travel Collection
- \* Organically born and continuing to operate in Vermont
- \* Providing award-winning active travel vacations for over four decades
- \* 98% of guests say they'd travel with us again
- \* Proud member of 

# Two Exceptional Brands, One Unified Program



- \* **Eight-time** winner of *Travel + Leisure's* "World's Best" award
- \* Services of **two local, expert, bilingual Trip Leaders**
- \* **Unique**, participatory cultural activities
- \* Included **custom bicycle or, E-bike** (if available), and helmets
- \* **RideWithGPS** route notes on all bike tours
- \* On-tour **vehicle support** and 24-Hour travel assistance
- \* **Small groups** of 20 guests for most tours and 24 to 30 for tours in our Waterways collection. Average is 17 guests per departure

- \* **Five-time** winner of *Travel + Leisure's* "World's Best" award
- \* Walks rated for your clients' **comfort zones**
- \* Benefits for **solo travelers**
- \* **Guaranteed departures** mean no cancellations
- \* Expert support from an **experienced team**
- \* Innovative **Self-Guided Adventures** let your clients' travel independently whenever they want
- \* **Small groups** with a maximum of 18 guests
- \* **Two local guides** for groups of eight or more
- \* Most popular destinations include Chile: *Wine Country & the Coast*; Iceland: *Reykjavik & National Parks*; Georgia: *Savannah & the Golden Isles*; Italy: *Sicily*



## Incentives for Travel Professionals

### Commissions

10% commission on the base land tour cost, after any client savings. Additional benefits based on sales volume available under our Preferred Agreements\*.

*\*Non-commissionable elements include Air Packages, pre- and post-tour hotel nights, single supplements, Country Walkers Milestone Savings, and Travel Protection Plans.*

### Group Travel

In addition to our standard commission, agents bringing groups of 15+ will receive a bonus of \$1,000.

### Join Us On Tour

Agents save 20% on the tour-only price when traveling with us. Contact us for full details, rules, exclusions and restrictions. We hope to host you soon!

## We're Here to Help You Grow

Contact us for a consultation and visit our travel agent webpages for more information.

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