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Butterfield  
& Robinson

SLOW DOWN TO SEE THE WORLD

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## WHO IS B&R?

*“We never wanted to be the biggest travel company, just the best.”*

– George Butterfield, Co-founder

In 1966, Butterfield & Robinson pioneered the concept of luxury biking trips in Europe. More than 40 years later, B&R remains the world’s leading active travel company. We started in Burgundy, Provence and Tuscany but since then, our passion for exploring new places has taken us all over the world.

- ✓ Butterfield & Robinson’s guiding philosophy is *slow down to see the world*
- ✓ We interact with locals to understand how they live, and to experience their culture
- ✓ We immerse ourselves. We ask questions, listen to their stories and enjoy their food and wine to capture the full experience of life in each unique destination
- ✓ We go where tourists seldom tread and we tread lightly wherever we go
- ✓ What does a traveller bring home from a B&R trip? Memories, stories, laughs, new friends, a totally new perspective, refreshed lungs... and most important of all, a commitment to *slow down to see the world* a lot more often.



## OUR UNCOMPROMISING APPROACH

Butterfield & Robinson has been creating active travel experiences for over four decades, and custom trips for over a decade. We create extraordinary journeys for small groups by doing things differently and never letting our clients feel like “tourists.” The only sheep on our trips are the kind that block the country lane.

### B&R builds extraordinary travel experiences for large and small groups

- We structure the days to combine fixed group activities that bring people together with flexible options that provide variation for an individual or smaller group.
- We plan our rides to deliver the best possible length and level of difficulty for the specific abilities of the riders, and include access to a wide range of options.

### We immerse our travellers in the local culture

- We believe that engagement and immersion are the richest rewards for any journey.
- We immerse our travellers in the very best the region has to offer. Sharing a deep experience with one’s friends & family often results in a lifelong memory.

### We enable our travellers to get physical at their own pace

- Travelling on your own steam is very rewarding. Being active biking, hiking, rafting, golfing, or fishing, refreshes the mind and invigorates the body.
- We make sure that each day fulfills goals, whether it’s finding the perfect balance of work and play, or pure enjoyment.



## OUR ATTENTION TO DETAIL

We are creatives at heart. We like to think outside the box. But we also pay painstaking attention to detail. All in order to keep our travellers active, engaged and interested. They say that every B&R trip is different. But here are some of the uniquely B&R qualities you can expect in every trip.



### Unparalleled routes

Crafting the finest routes is our métier. We use our extensive local knowledge to find quiet roads, incredible scenery, and great locals to visit. Every trip offers multiple options for different ability levels.



### Exceptional hotels

The hotels we choose are unique expressions of the region. Often that means our hotels have had a previous life as a monastery or a castle. We're friends with our hôteliers, which means preferential treatment for you.



### Talented planning team

Comprised of explorers, scholars and multi-lingual representatives, our research and planning teams are the best around. Inspired by the founders' curiosity, we encourage their wanderlust and enjoy wowing clients with great travel moments.

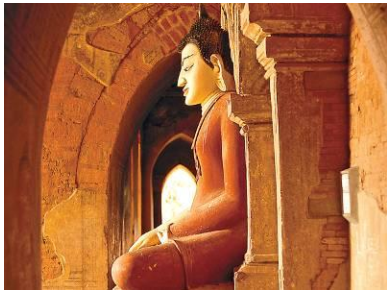


### The dress rehearsal

We are self-admitted perfectionists. Only a group as meticulous as B&R would have our guides scout every inch of your trip the week before it runs. That way there are no surprises (except good ones).

## UNCOMMON EXPERIENCES

Butterfield & Robinson has got the world covered—with researchers, that is. So once you've picked a destination, the doors are flung wide open so you can request the very best of the region. We work with you to craft the experience that's exactly right for your group. Something unusual. Something unique. Something unmistakably B&R.



### Cultural immersion

We slow down and immerse you in the local culture. It's easy to do when you're an honorary local yourself, you're deeply rooted in the region, and you have the key to wherever-you-want-to-get-in.



### Ultimate freedom

We've turned travel into art. We put you deep into the particulars of a region, and then step back so you have the freedom to make the experience your own. We have thought of everything, so you don't have to.



### La gastronomie

We celebrate the culture of food wherever we go. That means everything from olive oil and wine tastings to time in a Michelin-starred kitchen. It also means finding the best local fare the region has to offer.



### Your pace

She's on her third descent. He's on his third *cappuccino*. There's no such thing as "off the pace" when you set it yourself. Travelling with B&R, you go as fast or as slowly as you want.

## OUR TRAVELLERS

*“We love that the trip price always seems to include 15-20 of the most congenial, interesting, and fun travel companions we can imagine.”*

— Longtime B&R Traveller

B&R doesn't do tours—we run trips that bring together a few like-minded travellers who enjoy doing their own thing. We don't travel en masse. We bike or walk at our own pace. Do we come together now and then? Yes, but that's only because we like to.

### B&R Traveller Profile

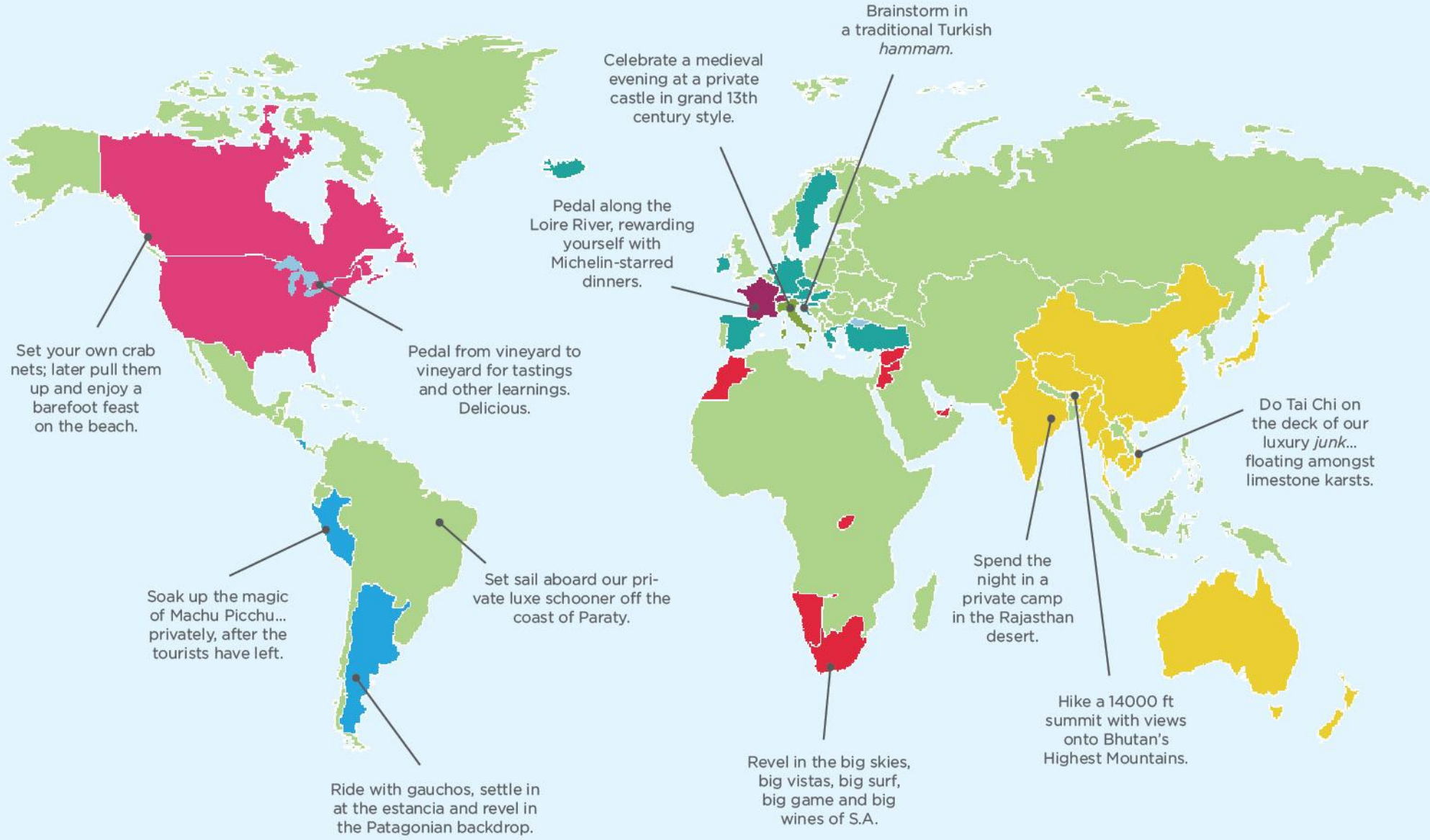
- B&R Travellers are among the world's most discerning consumers; worldly and successful, they are looking for unique and seamless experiences.
- They travel frequently, own several homes and range from owners of significant businesses to C-Level executives, athletes, entertainers and trend setters.
- B&R travellers fly business and first class, have fractional jet ownerships or own private jets.
- They are active experience seekers who want adventure by day and luxury accommodation at night.
- They prefer small boutique style properties, and expect attentive yet discreet service.

### Demographics

- 75% of B&R travellers are Americans
- 12% of B&R travellers are Canadians
- Of our travellers outside of North America, 46% are Brazilian
- The average B&R traveller is over the age of 40

**It is our goal to attract more young active travellers over the next few years.**





We've Got the World Covered

## PUBLISHED TRIPS: BIKING & WALKING GROUPS

At Butterfield & Robinson, our biking and walking trips certainly ensure clients travel in style and comfort, but that's not what makes our trips memorable. We'll take you on a journey and introduce you to people and places you'd never, ever, find on your own. Our trips are about making discoveries—and self-discoveries—that surprise, delight and enchant. Our guides are consummate hosts who have a profound connection to the region.



### Corsica Walking

Situated between the French Riviera and the coast of Tuscany, Corsica is the best of both worlds: winding cobblestone alleys, stunning seaside scenery and delectable cuisine. The trails we walk are punctuated by quiet cove swims, charming cafés and elegant hotels.



### Normandy Biking

Encounter vibrant seafront towns, soaring abbeys, sweeping horse farms and specialties like the famed Camembert cheese and the potent Calvados liqueur. Layer on exceptional biking on quiet coastal roads and hedge-lined byways, and everything is there for your own Norman conquest.



### Vietnam to Cambodia Family Biking

An unforgettable trip! Ride elephants through Angkor Wat, tour Hanoi's Old Quarter with a helpful guide, gape at bemused water buffalo from the side of the road or stop to chat with the townsfolk as we bike through small villages along the Ho Chi Minh Trail.



### Turquoise Coast Walking

Aboard a traditional teak *gulet*, cruise the dazzling Aegean and its historic coastline. Partake in coastal hikes to ancient tombs, on-board cooking tutorials, an underwater museum tour with a nautical archaeologist and all the sun-worship you can muster.

## PRIVATE TRIPS: YOUR GROUP. YOUR DATES.

When people call on us to help with their vacation, we aim to please. Our trip planners are a talented bunch, and depending if you want a unique custom trip or to select from our collection of ready-to-book itineraries, we fit you and your travel companions with a great trip. With over 40 years of trips in the archives and thousands more in the back of our heads, all we need is to be asked and we roll up our sleeves and start mapping out another great adventure. After all, this is what we love to do.



### Bespoke: Private trips made to fit

We can create a tailor-made Bespoke trip just for you. Your friends. Your dates. Your destinations. Your itinerary. The real question is, how big do you want to dream? Our talented team of trip designers are skilled at crafting custom travel experiences based on a client's exact requests. We've done some amazing things—from a private after-hours dinner for 50 around Michelangelo's statue of David, to intimate vow renewals atop a tiny Croatian island with three generations as witnesses.



### Independent Collection: Private trips ready-to-book

These itineraries are meant for small groups of 2-8 travellers. Years of accumulated knowledge are reflected in a library of diverse trips that span the globe. The range of experiences cover multi-property or home-stay, self-guided or locally hosted trips, active or non-active. Your dates. Your group. But we recommend seasonality and give a range of hotel options, providing pricing based on your group size and room configurations.

## THE B&R FUND

As passionate travellers, we at B&R want to do our part to protect the world's cultural heritage and promote the health of vibrant living cultures. The B&R Fund was created to celebrate and support the unique cultures we explore on our trips. Global in scope, local in impact, the Fund supports innovative projects spearheaded by exceptional individuals. The projects we select strongly reflect the region that inspired them and that will give something back to their communities.

### Past B&R Fund Initiatives Include:

- Crisis grants to Médecins Sans Frontières and the Red Cross after the earthquakes in New Zealand, Haiti and Japan.
- Building a school for local children in Peru's Sacred Valley (in conjunction with the Sol Y Luna Hotel).
- A bike program for High School kids in the township of Zwelitsche, South Africa. The effort involves allocating about ten bikes to senior students, who are contracted to take responsibility for the bicycles for the year and taught basic bike maintenance skills.
- Building new homes in Inle Lake, Myanmar with Global Community Service Foundation.
- Working with "Big Brother Mouse" in Laos to provide local children with books published in the Lao language (until recently very few books were published in Lao).



## B&R IN IRELAND

### Recent trips to Ireland

- In 2011, we ran three Private Bespoke trips to Ireland.
- All three trips were in August.
- Two were family trips with children.
- One was a multi-generational family & friends.

### Properties

- Delphi Lodge
- Lough Inagh Lodge
- Ballynahinch Castle
- Ashford Lodge

### Activities

- Hiking
- Biking
- Fishing
- Historical and archaeological tours
- Mussel lesson
- Golf
- Traditional dancing



## LINDSAY OWEN [lindsay.owen@butterfield.com](mailto:lindsay.owen@butterfield.com)

We get a lot of requests to visit your beautiful country, so I have been appointed as the new point person for Ireland (lucky me!). While we have a long history in the Emerald Isle, and a lot of wonderful local connections, we are always looking to keep our material fresh. So I am here to learn about all the new options, activities, cultural encounters and Irish adventures that we can offer our travellers!



### My role at B&R:

- I am one of the 12 members of B&R's Private Trip department, working primarily on planning our "Bespoke" custom trips.
- I deal one-on-one with our travellers on the phone—discussing their travel plans and helping them choose the right destination.

### Some of the recent trips I've planned:

- Argentina Biking
- Augusta Masters Golf
- Australia Walking
- Navarra and La Rioja Biking
- Nepal and Bhutan Hiking
- Provence Biking
- South Africa Biking

## MEDIA KUDOS

### World's Best Awards

Travel + Leisure's annual readers poll reveals who they consider to be the best hotels, tour operators, airlines, cities and more. B&R has been consistently recognized in its category for over ten years. B&R is also regularly named as one of "The Best Travel Companies on Earth" in National Geographic Adventure Magazine.



### Forbes.com

"Here's what the company brings to the table in a nutshell: carefully selected luxury lodging, all in small, charming places, many of them Relais & Châteaux properties, but all perfectly suited to the locale; a perfect mix of planned meals and free meals, with the planned ones ranging from Michelin stars to awesome mom and pop hole in the walls you would never find on your own; exclusive experiences en route like VIP private wine tastings, opening of closed museums, private cooking classes (...) As an adjunct of this, the company spends a LOT of time "route finding," in order to get you from A to B on the best roads with the least traffic and most scenery, perhaps the most important but overlooked aspect of a bike trip." –Larry Olmsted, Forbes.com



### Media Recognition

Butterfield & Robinson was included in both the National Geographic Traveler 50 Tours of a Lifetime and Travel + Leisure's Trips of a Lifetime.



### Four Seasons Magazine

"We were in the care of Butterfield & Robinson, the premier providers of luxury bicycle touring. The Toronto, Canada-based firm offers tours that span the globe, reaching anywhere there are paved surfaces that can safely be pedaled or walked by adventurous travellers. And where there's history and gastronomy and culture worth digesting." –Duncan Christy, Editor-in-Chief, Four Seasons Magazine



### Luxury Travel Advisor

Co-founder George Butterfield was named a Leader in Luxury at the 2010 Luxury Travel Expo. The honour "represents excellence in luxury travel service" and recognizes his "leadership, hard work and dedication".

