





Today's Topics

Who we are...

What is adventure travel?

What do we do?

Who are our travelers?

Where do we travel?

What's a day with AA like?

The Austin Difference...

Awards and Associations

Why sell adventure travel?

Our Tried and True
Favorites and Most Popular
Adventures!

Custom/Exclusive Trips

Q&A





Who We Are

Specialists in world-wide adventure travel

Customer-care driven staff

First class travel

- Adult
- Family
- Custom and private

Motto "The toughest part is going home."

Best Guides in the business



What Is Adventure Travel?

Adventure travel means everything from hiking the Inca trail to biking on the backroads of the Italian countryside. It's generic and often overused term. What is key is what it means to *YOU* and to *YOUR Clients*. Today, we focus on what it means to Austin Adventures.

What is Adventure Travel?

5



Small Groups

No more than 12 on adult trips
and 18 on family adventures



Fully Supported

6:1 guest-to-guide ratio,
best in the industry

What is Adventure Travel?

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Accommodations

Finest and most appropriate
regional accommodations



Cuisine

Excellent cuisine
on and off the trails



Enrichment

Active, experiential, challenging,
and rewarding



Service

Unsurpassed customer service and support
(from the first call to
the final good byes!)



What Do We Do?

Adventure Vacations • Family Adventures
Custom/Exclusive Adventure Travel
Small Ship Cruises • Safaris

Adventure Vacations

Each tour is crafted exclusively for adults to allow the most immersive, energizing, and inspiring experience of the land and local culture



- Multi-sport adventures
 - Hiking, biking, rafting, snorkeling, horseback riding
- Small groups
- Expert guides
- Great for couples
- Great for solo travelers
- Make lifelong friends!

Family Adventures

Each family tour is carefully created to strike the perfect balance of planned & impromptu, familiar & exotic, educational & fun



- Now more than ever
- Designed for families for families
- Stress-free travel (yes, it's possible)
- Family friendly activities, food, and accommodations
- Time together – time apart
- 3G – three generations
- Multi-generational

Custom/Exclusive Adventure Travel

If you can dream it, we can build it



- Custom built itineraries
- You choose your group size
- Flexibility and personalized attention
- Finest regional accommodations
- Excellent cuisine on and off the trail
- Unsurpassed customer service and pre-trip preparation

Safaris

Limitless adventures. One Continent.



- First-class lodges
- Best game preserve/national park access
- Local guides and wildlife experts
- See game on foot, by canoe and driving in a jeep
- Track animals!



Who Are Our Travelers?





Multi-Generational



Families



Couples



Singles



Corporate Groups



Fitness Fans



Grandparents



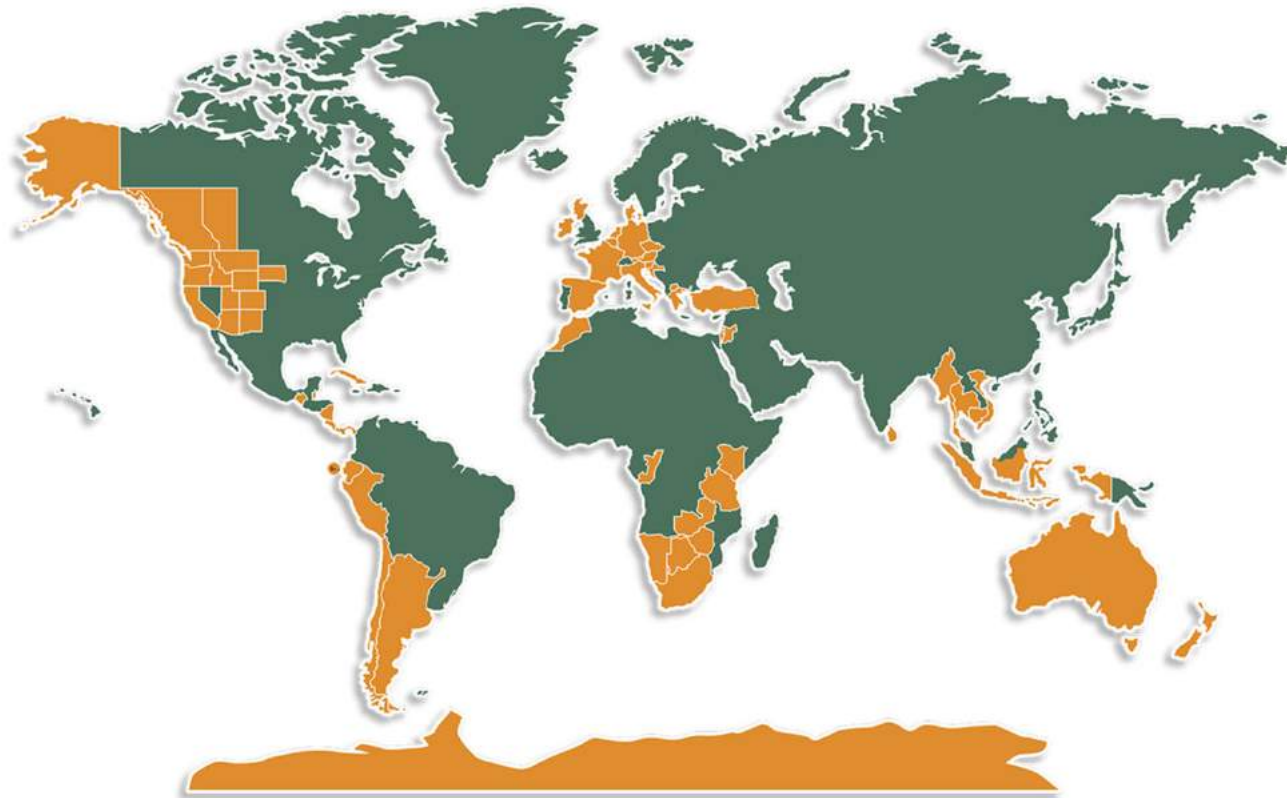
Adventure Seekers



Where Do We Travel?

Where Do We Travel?

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Everywhere!

Our expertly crafted adventures span the globe from Crater lake to Croatia and include a host of new trips in emerging destinations like Macedonia, Vietnam, and Myanmar.

If you don't see your client's preferred destination in our catalogs or on our website, call us. We have partners around the world and can build your client a custom dream vacation.



Where Do We Stay?

**At Austin Adventures, we're constantly searching
for the best accommodations each destination has
to offer**

Where Do We Stay?

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Not necessarily the most expensive hotels, but the most intimate, unique, and luxurious (without being pretentious); B&B's and resorts whose charm and history give our guests a true feel for the region



Hot Spring Resort

A 100+ year old hot spring resort
outside of Yellowstone



Beach Lodge

A beautiful beach-side
eco-lodge in Nicaragua



Chateau

A 16th-century chateau in the
Loire Valley region of France



What Do We Eat

Whether having a trail-side snack, dinner at a 5-star restaurant, or a campfire barbecue, you'll enjoy the finest local cuisine and libations



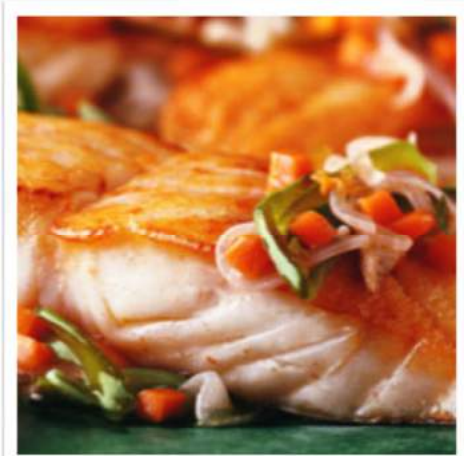
Cool off with freshly churned ice cream at the top of a mountain in Montana



Relax with a “sundowner” after a day on safari in Botswana



Discover real pasta, prepared with fresh sauces, in Tuscany



Savor freshly caught fish in Alaska’s Kenai Peninsula



The Austin Difference

"For a taste of high-country adventure with a velvet lining, book a week with Austin Adventures." – Chicago Tribune

- ◆ Perfect mix of first-class & fun
- ◆ Small Groups = personal attention
- ◆ Best guide-to-guest ratio (1:6)
- ◆ Behind the scenes access
- ◆ Local guides and experts
- ◆ 41-year legacy
- ◆ Flexibility
- ◆ Sustainable travel
- ◆ 100% money back guarantee
- ◆ The "WOW" factor



Did We Mention The “WOW” Factor?

Expect the unexpected with Austin Adventures. Surprising details and extras that delight.
Trailside parfaits with fresh fruit. Champaign toasts for a birthdays.

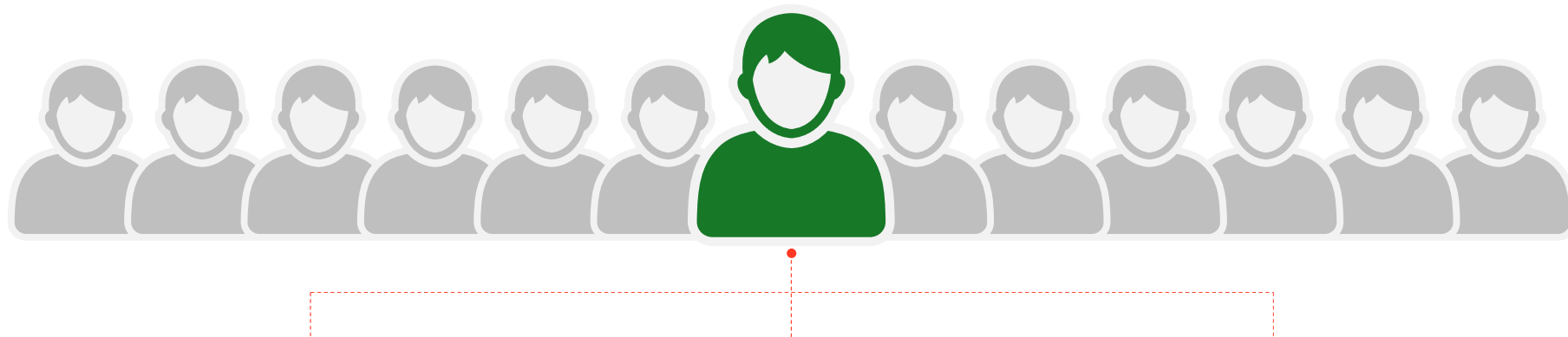








The Austin Adventures Promise



Customer Service

The most seasoned, best trained and friendliest guides in the industry – combined with a 6:1 guest to guide ratio

Destinations

Carefully planned itineraries with scenic and safe routes that are educational and environmentally sensitive

Invigorating

Multi sport activities that are challenging, diverse, flexible, and achievable with safety second-to-none.

**If we fail to deliver on our promise, and are unable to resolve the matter during the trip, Austin Adventures offers up to a full money-back guarantee*



Travel & Leisure



Traveler



Outside Magazine

- "I really wanted you to know that I am so impressed with Austin Adventures. I have told several other travel agents about the wonderful service and excellent experience your company offered my clients. Please know that I definitely plan to offer Austin Adventures trips to my clients in future." ~ Cheryl Maynard, TraveLink Services
- "Austin Adventures was wonderful to work with! They were very knowledgeable about my questions and very timely while doing business. Top notch company!"
- "Hands down one of the best tour operators. Attentive, thorough, high quality, and very friendly! Nice work Austin Adventures!"

Why Sell Adventure Travel?

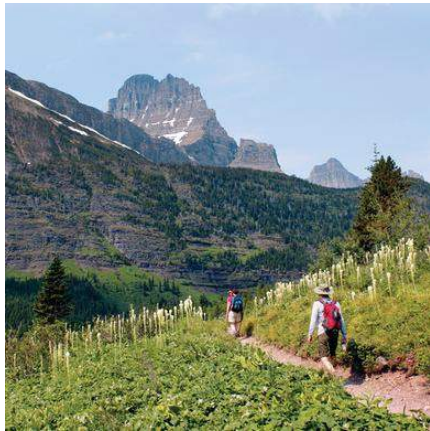


A few of our most popular Adventures!

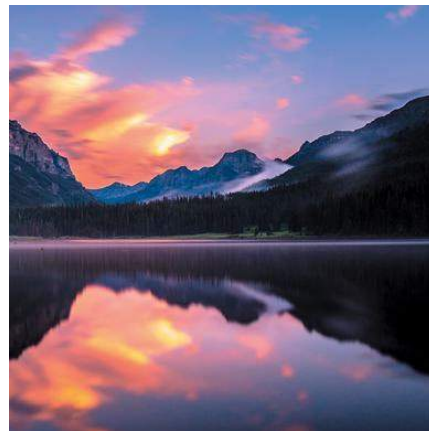
Tried and true favorites year after year.



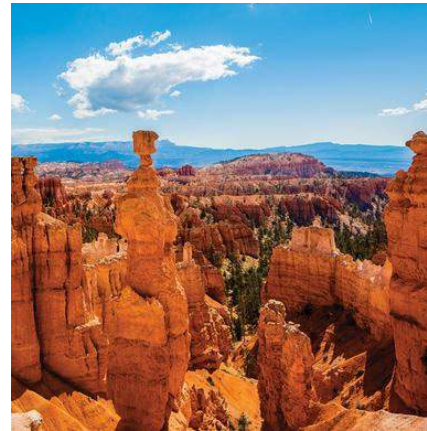
North American Adventures



Glacier National Park



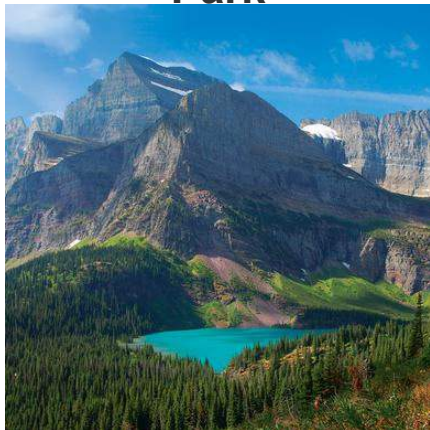
Montana



Bryce Canyon/Zion



San Juan Islands



Canadian Rockies



Yellowstone/Tetons



Crater Lake



Yellowstone

Around the Globe Adventures



Denmark



Holland



Austria



Peru



Costa Rica



Germany



Croatia



Africa



Custom and Exclusive Vacations

If you can dream it, we can build it!



Custom vs. Exclusive

Custom: Custom adventures are entirely new trips built from scratch.

Exclusive: Exclusive adventures stem from a scheduled departure and are set aside specifically for you and your travel companions.



Is custom adventure right for your client?

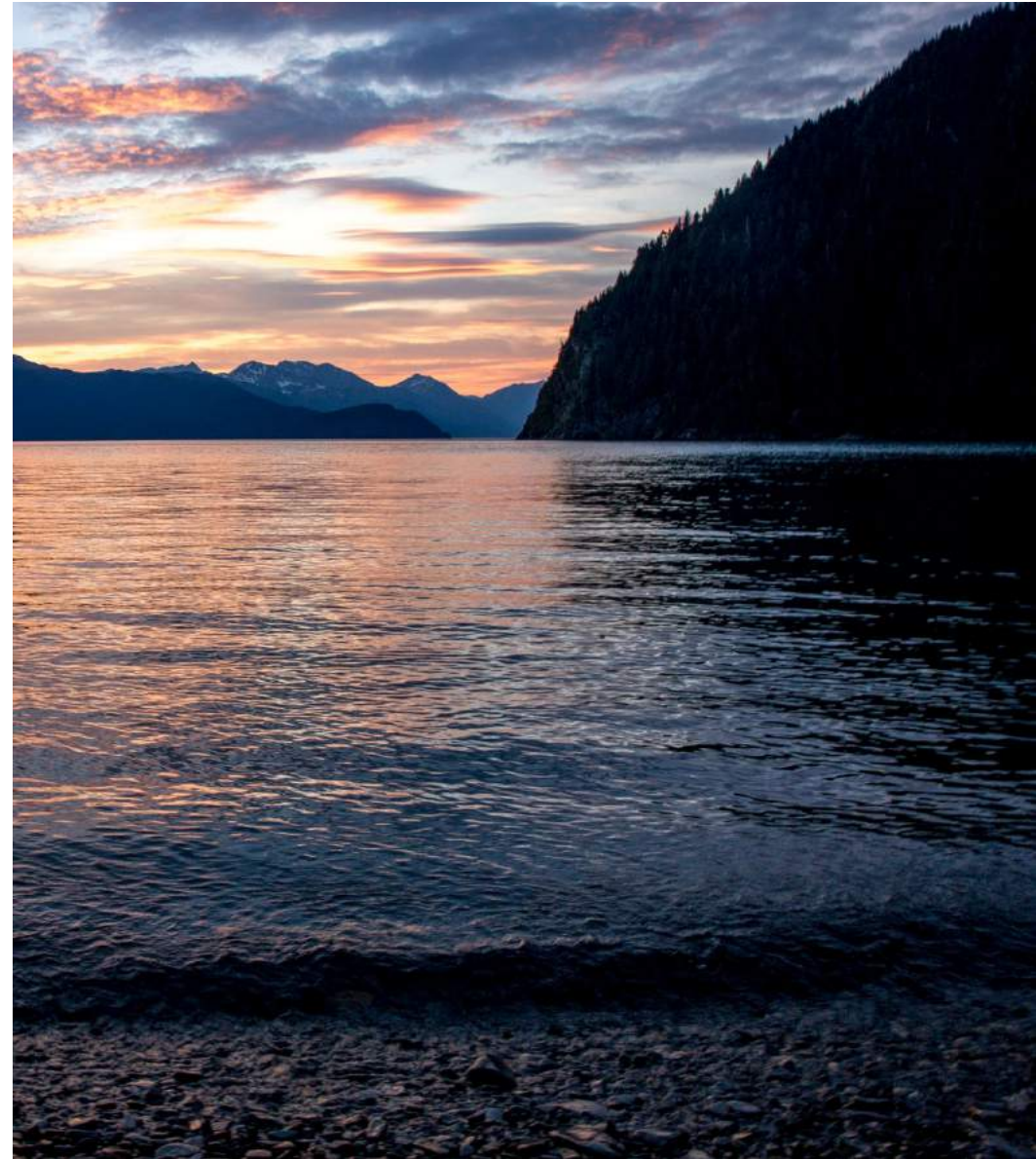
- Verify that the guest would like a custom vacation and not a scheduled or premade itineraries
- Ask the following questions:
 - What are the destinations?
 - When is the best time for everyone?
 - What is the budget?
 - What activities would they like to do?
 - What level of accommodations?
(camping, 3-star, 5-star)
 - How long is the trip?



Example: We're the Experts

An agent called concerned that her clients, a family of five, had put together their own National Park adventure and now wanted help finalizing details. We worked with the agent and directly with her clients to not only tidy up the itinerary, but take over all the little details. At the end of the experience working together, everyone was thrilled with the outcome.

- **From the client:** “How can we begin to convey what a wonderful experience we had during our Austin Adventure. Everything was perfect; from our OUTSTANDING guide, Andy, to the perfectly planned and organized adventures, there was never a moment that we didn't feel incredibly well cared for.”
- **From the agent:** I cannot thank you enough for the help and how quickly you got it all together! My heroes!





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Questions & Answers

Thank You!

Call one of our Adventure Consultants today!



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