

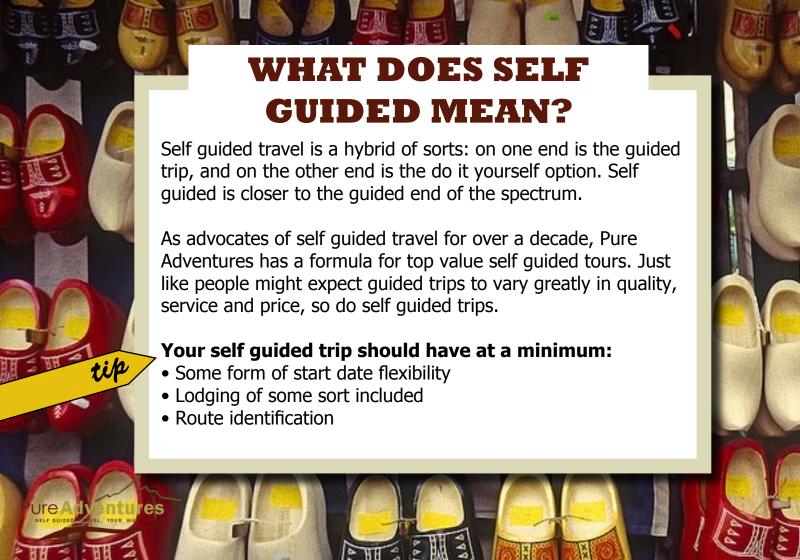


# WHY HAS GUIDED TRAVEL EVOLVED?

Cycling tours make up a significant volume of adventure holidays. For years, the only known option for most people was a guided trip. The description is obvious,

but to summarize, this historic trip was a package a traveler booked with a tour operator offering a bicycle vacation with a specific departure date and a minimum number of participants. However guided trips have evolved in recent years, with more companies offering custom guided trips and pricing their tours to operate with fewer participants. The question is why?





### SUPPORTED SELF GUIDED TRIPS INCLUDE:

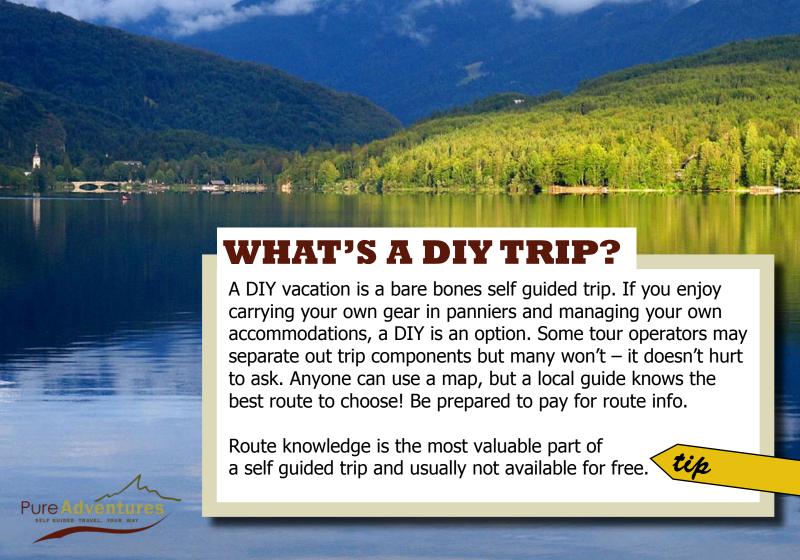
- Choice of start dates
- Choice of travel companions (or solo)
- Lodging options (luxury to economy)
- Luggage transfers
- Expertly designed routes with varying degrees of difficulty
- Quality rental equipment
- Arrival orientation
- Check up meetings, visits, or calls
- Navigation options with thorough maps, cue sheets and site information.

- Tip sheets, suggested visits, private visits or tastings and other activities.
- Family options; specially designed tours and equipment for families with children
- Expert pre- and post-trip assistance
- Travel planning and documentation
- Meals included and suggestions for dining
- "On Call" local support in English to help with any problems or issues where the tour takes place









### GOOGLE SEARCH TIPS

The Internet is cluttered with sites and offers, how can you choose? Here are tips to get through the clutter. Note: the results for both paid and organic searches should be relevant.

#### **SEARCH FOR THIS...**

- Cycling holidays in Puglia, or even better self guided cycling holidays in Puglia
- Be specific and include terms like mountain bike tour, challenging road tour, training camp or backpacking trip if it is relevant to your vacation.

#### **NOT THIS!**

- Bicycle tour, cycling tour, bike tour, biking tour
- Simply searching for "bicycle tours" will produce an infinite list!



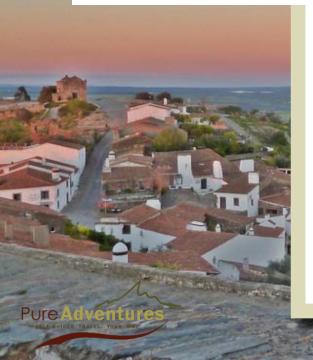
Choose at least 3 different tour operators to compare their responsiveness and knowledge. In our opinion, it is essential to have a local component to any self guided trip!







## WHAT KIND OF TRAVELER ARE YOU?



When you contact your short-list of tour operators, they should ask you many questions to get to know your travel interests and preferences. These are the questions we ask our potential travelers:

- Have you been to this destination before?
- Have you done self-guided before?
- Do you feel comfortable reading maps and itineraries? (Depending on the answer, we suggest a tour with more or less support available)
- What are you interested in seeing? (We give suggestions: wine, history, scenery, cities, small towns, architecture, food)
- What kind of cycling are you interested in?
- When are you traveling?
- What kind of accommodations do you like?
- How many people are you traveling with?
- Are you traveling to celebrate a special occasion?

With those questions answered, a tour operator will send out itineraries to choose from.



#### ENJOY OUR PLANET, TRAVEL LIGHTLY, AND LEAVE IT BETTER THAN YOU FOUND IT!

A guided trip has its place and is more flexible than ever. For DIY travelers, the reward of doing everything yourself can't

be beat! But for a growing number of people, a self guided tour is an unbeatable alternative. Power to the people – you can have your tour when you want, at a price you can afford and the reward of accomplishing something you didn't have time to organize!





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Like Pure Adventures on Facebook for cycling reviews, industry news and more tips on planning a self guided holiday.

