



EXPERIENCEPLUS!
BICYCLE TOURS SINCE 1972

Media Kit



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Global Cycling with Local Character

Bicycle tour specialist ExperiencePlus!, a leader in international tourism, has been family-owned since 1972. The first U.S. based tour operator to offer bicycle tours in Italy, ExperiencePlus! has expanded to include tours in 22 countries, blending true cycling expertise with innovative routes and off-the-beaten-path immersion. For details and tour departures/itineraries, please visit www.ExperiencePlus.com or www.BikeRentalsPlus.com.



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ExperiencePlus! Stands Out From the Crowd

Encouraging authentic and engaging cultural exploration, the company separates itself from competitors with innovative and strategic bicycle tour offerings: Dedicated, personal attention; extraordinary cycling routes marked with easy to follow chalk dust arrows; high quality bicycles; and a “family” of interesting, fun, and down-to-earth customers.



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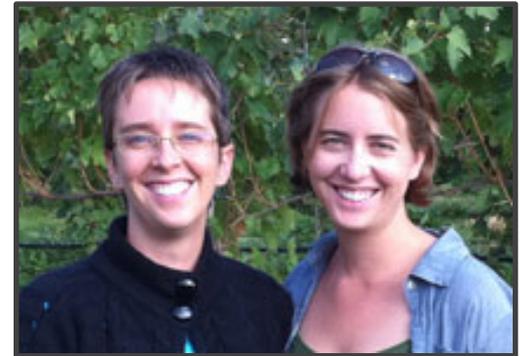


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A Bicycle Business and Family Tradition

The ExperiencePlus! story began in 1972 when founders Rick and Paola Malpezzi Price cycled west from their family's farm in Forli, Italy, marking the first U.S. commercial bicycle tour through the country. In 2008 Monica and Maria Elena, Rick and Paola's daughters decided to purchase the company and continue the family tradition.

Today, the family business, often conducted around a dining table at Colorado headquarters, continues to grow. This is where the heart of the operation—a true passion for travel adventure—beats strongest. Around the table, bicycle tours are planned, cultural excursions discussed, and local bike rides are organized.



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Destinations

ExperiencePlus! understands that enjoying the local character is an important priority to bicycle travelers. The company seeks out local guides and has thoroughly researched the towns on their tours.

Current destinations include:

[Argentina](#), [Austria](#), [Belgium](#), [Chile](#),
[Croatia](#), [Czech Republic](#), [France](#),
[Germany](#), [Hungary](#), [India](#), [Ireland](#),
[Italy](#), [Poland](#), [Portugal](#), [Slovakia](#),
[Slovenia](#), [Spain](#), [United Kingdom](#),
[India](#), [Vietnam](#), [Canada](#), [USA](#),
[Australia](#), and [New Zealand](#).



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Focus on Culture

Every tour operator promises a focus on culture, but few can deliver like ExperiencePlus!, who takes travelers off of predictable routes, out of tourist-laden hotels, and into the center of everyday village life. Tours are designed to move travelers beyond observation, to encourage true engagement within a destination, through unique bicycle routes, authentic cuisine and the knowledge of local expert guides.

ExperiencePlus! bicycle [tour leaders](#) are both expert cyclists and trained cultural interpreters who make it their job to share the subtleties of each culture with travelers.



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Tour Leaders

It takes a special person to be a great tour leader. Along with an unlimited supply of energy, talent, resourcefulness, knowledge of local history and geography, and a natural sense of direction for steering you to the most entertaining café in town, ExperiencePlus! leaders also have a sixth sense for knowing when to help and when to let adventure happen naturally.

All of ExperiencePlus! tour leaders are locals to the countries where they lead tours —or they have lived there so long that even the locals have trouble distinguishing them from natives! They are all multi-lingual, creative and entertaining with a passion for sharing their love of the outdoors, people, culture and local food.



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Unique Tour Tactics

While many bicycle tour companies use detailed maps and turn-by-turn cue sheets, ExperiencePlus! has found that what travelers really need—and prefer—is simple direction. For over 25 years, the company has been using chalk dust arrows to mark the road, allowing cyclists to feel comfortable and in control.



Time after time, travelers admire the simplicity of chalk arrows that allow cyclists to pedal at their own pace, while ensuring that they won't get lost. The goal is to create a perfect balance of freedom and comfort, or "guided independence," so that guests feel at home on any of ExperiencePlus!' uniquely-designed bicycle tours.



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High Value Tours

ExperiencePlus! offers great value for the dollar; there are no hidden fees or complicated pricing schemes. Travelers that book an 8-day trip can be assured that they will spend seven nights in a bed at a tour hotel, not sleeping on a plane en route to the tour starting point.

Tour pricing includes: Comfortable lodging in 3- or 4-star hotels centrally located for easy town square access; all breakfasts and a majority of multi-course dinners featuring seasonal specialties and cultural beverages, wine or beer included; use of a high-quality 24-27 speed road bike, hybrid, tandem, or mountain bicycle geared specifically for specific tour terrain; and full van support to carry luggage or tired cyclists.

ExperiencePlus! also offers a greater variety of trip lengths so whether you prefer seven to eight day trips or 10- to 13-day, there is an itinerary for everyone.

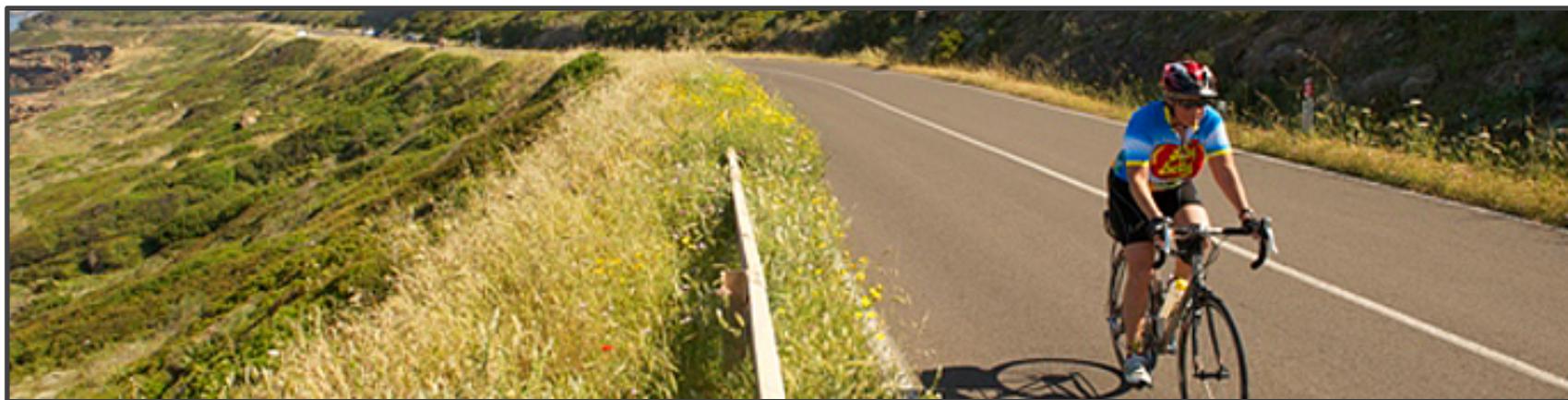
Travelers are automatically enrolled in ExperiencePlus!' [Re-Cycle Program](#). If travelers take four tours, their fifth will be discounted by 50 percent of the average price of the previous four. The tenth trip is discounted by 100 percent of the average price of the previous nine!



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ExpeditionsPlus!

Unlike our “normal” tours, the [ExpeditionsPlus!](#) Itineraries are all about covering expansive territory. They’re about the challenge of pedaling across Europe in six weeks or across Latin America. They include the best of a regular ExperiencePlus! tour with the added satisfaction of cycling long distances, far from the beaten track. Expeditions are for folks who want to be among the first, the few, the special. This is reflected by the fact that travelers must apply for our Expeditions and meet certain requirements. They cannot just book a reservation.



Bicycle Travel Consultants

In 2005 ExperiencePlus! began to rent bikes to travelers interested in touring on their own in Italy and France. This small endeavor has now become its own division of ExperiencePlus! Today, BikeRentalsPlus!, www.bikerentalsplus.com, partners with BikesPlus! SAS, an Italian company to offer bicycle rentals in over 100 locations in Italy, France, and soon many more European destinations. In addition, BikeRentalsPlus.com offers competitively priced self-guided tours as well as customized options for a variety of cycling vacations.

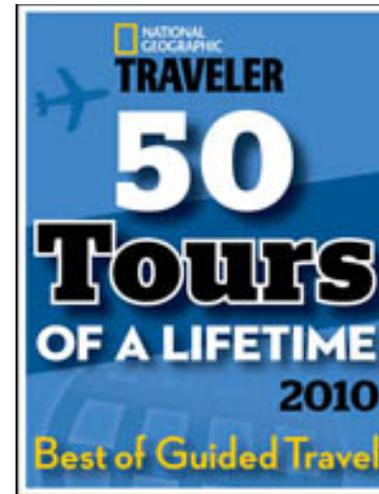




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ExperiencePlus! in the Media

In the last years, ExperiencePlus! continues to garner media coverage about the quality of their tours, unmatched itineraries and unique story. The company has been named twice in National Geographic's 50 Tours of a Lifetime and featured in several major print magazines.



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