



adventure. your way.

CW
FACT SHEET

DESCRIPTION

In a fast-paced world, CW takes it one step at a time with unforgettable active adventures filled with authentic experiences in rewarding, scenic destinations around the globe. Each exploration unfolds with exceptional accommodations, cuisine and unmatched attention to detail. With over three decades of experience, CW knows where adventures wait and how to showcase them in ways that guests never forget. In addition to Guided Trips CW offers Self-Guided Walking & Biking Adventures, giving travelers the ability to set their own pace while immersing themselves in the local culture and natural beauty of the region. Private Adventures are popular for travelers looking for more personalized experiences. New in 2012, CW launched African safaris with 16 different safari itineraries in eight African countries. CW's newest style of travel is, CW Selects. Selects are expertly curated, active and cultural adventures—travelers choose their own travel date and journey solo or with their favorite companions. CW is a member of the PEAK group of travel companies.

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RESERVATIONS

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WEBSITE

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ESTABLISHED

1979

EXECUTIVE TEAM

Timo Shaw, President

Jamen Yeaton-Masi, Senior Manager & Director of
Human Resources

Carolyn Fox, Marketing & Media Relations

AWARDS AND ACCOLADES

- Ranked in *Travel + Leisure*'s "World's Best Awards – Top Tour Operators" (2008, 2009, 2010, 2011)
- Panama (2007), Bulgaria (2008), Turkey: The Lycian Way & Ephesus (2009), Italy: Piedmont (2010), Portugal: The Azores (2012). Tours listed in *National Geographic Traveler*'s "50 Tours of Lifetime"
- Named one of the "Best Adventure Travel Companies on Earth" in *National Geographic Adventure* (2007-2009)
- Ireland: Northern Ireland. Designated "25 Best New Trips for 2010, *National Geographic Adventure*
- "Best Places to Work", *Outside Magazine*, 2012

AFFILIATIONS

Adventure Travel Trade Association (ATTA); International Galapagos Tour Operators Association (IGTOA); PURE Life Experiences; Rainforest Alliance; The International Ecotourism Society (TIES); Travelers' Philanthropy; U.S. Tour Operators Association (USTOA); Center for Responsible Tourism (CREST); APTA (Association for the Promotion of Tourism to Africa)

CLIENT PROFILE

CW clients are well educated, active, healthy, passionate travelers, and affluent,. Ages range from 35-70, with many multi-generational guests. Sixty percent of CW clients travel as couples; 40% solo; and 8% multi-generational.

DESTINATIONS

CW offers more than 130 tours in destinations around the globe, including the U.S., Canada, Ecuador, Brazil, Costa Rica, Panama, Peru, Argentina, Austria, Croatia, Czech Republic, England, France, Germany, Greece, Holland, Ireland, Italy, Montenegro, Scotland, Spain, Turkey, Wales, Bhutan, Nepal, China, India, Montenegro and Morocco. In March 2012, CW launched CW Safaris to Africa. There are 18 different trips and three different styles of safaris in eight African countries, including

Botswana, Zimbabwe, Kenya, Namibia, South Africa, Tanzania, Uganda, and Zambia.

GUIDED WALKING TOURS

CW Guided Adventures are all about slowing down, enjoying the pleasures of camaraderie and immersing oneself in authentic experiences and remarkable scenery. Walking trips are moderately paced, well-organized adventures offering serene settings, superb cuisine, exceptional accommodations and local guides expertly versed in the culture, environment and history of their locations. CW provides guests with insider access and authentic, behind-the-scenes travel experiences that can't be found on a tour bus. Days typically start just after breakfast and reach their end around dinner time, with evenings set aside for relaxation or sampling local culture.

Walk levels of difficulties range from “Easy” (4-6 miles per day; short climbs); “Easy to Moderate” (5-9 miles per day; climbs up to 1,000 feet); “Moderate” (climbs up to 2,000 feet; uneven footpaths and/or ancient stone steps); “Moderate to Challenging” (6-14 miles most days; climbs up to 3,000 feet); and “Challenging” (6-14 miles on rolling, hilly or rugged terrain; climbs up to 4,000 feet).

Among the wealth of CW walking tours:

Ecuador: The Highlands: Enter the heart of Ecuador's Andean Highlands and experience the nature and culture of this rich and diverse country. The Highlands are surrounded by the breathtaking scenery of snowcapped peaks and some of the world's highest volcanoes. Travelers can explore the rural countryside, lively market towns, historic haciendas, and the spectacular biodiversity of Ecuador's plant and animal species. This inn-to-inn itinerary explores the renowned Hacienda Trail and can be combined with a seven-day land-based Galapagos Islands trip extension.

Italy: Piedmont: Experience the best of Italy from sun-baked landscapes and fortified towns to remarkable cuisine in a less-traveled part of this extraordinary country. Walk through award-winning vineyards, visit a local cheese-maker to sample savory Langhe sheep cheese and join a *trifalao* (truffle hunter) and his canine companion in search of the coveted truffles of Alba. Stroll along country roads to the perched village of La Morra and walk among elegant boulevards and view decorative

baroque architecture. Enjoy this Italian adventure in historic accommodations including a restored farmhouse and villa, and a neo-Gothic-style castle.

Montana: Glacier Natural Park: Journey through 70 million years of geological evolution as you explore nature's artistry in Glacier National Park. Hike among the western red cedars and hemlocks in an ancient rainforest, picnic by glacial meltwaters, enjoy scenic boat rides and walk the famous "Garden Wall." Soak in the breathtaking, wide-open views of majestic peaks, sheer cliffs, pristine lakes and upland valleys as you experience the inevitable influence of the Western landscapes and natural environment during this six day walking adventure.

SELF-GUIDED WALKING TOURS

For those who enjoy setting their own pace, CW's Self-Guided Walking Adventures are the perfect way to explore, combining first class accommodations and service with the flexibility of creating your own agenda and experience. There are 20 European Self-Guided itineraries for 2012, with carefully crafted itineraries that allow the best of worry-free travel. Targeted to the typically independent, younger demographic as well as those who wish to travel alone, guests are able to enjoy flexible schedules that leave room for choice and diversions along their route. Visitors are provided with comprehensive route maps and regional information that caters to their interests and abilities. Self-Guided Walking Adventures are offered in Italy, Ireland, Scotland, Portugal, Spain, England, and Switzerland.

SELF-GUIDED BIKING TOURS

For those seeking a different kind of physical challenge as they immerse themselves in breathtaking landscapes, CW's Self-Guided Biking trips are all about exploring by bicycle. Whether a beginner or experienced cyclist, all travelers are able to experience the beautiful locales up close while proceeding at their own activity level and pace. Bike trips include quality bikes, tire repair kits and panniers, as well as a variety of detailed route maps and detailed local information that allow guests the freedom to create their own adventure. Self-Guided Biking Adventures are available in Austria, the Czech Republic, England, France, Italy, Ireland, Malta and Spain.

AFRICAN SAFARIS

For a different travel experience, CW has introduced CW Safaris. Custom-designed by CW's African expert Sonya

Bradley, who grew up in Africa, CW Safaris offer an inside understanding of the continent and its people. Independent journeys allow guests to choose their dates, travel companions and daily activities. Three types of safaris are available year-round including Classic, Family, and Fly-In, in destinations such as Botswana & Zimbabwe, Kenya, Namibia, Uganda, Zambia, Tanzania and South Africa. In Zambia, CW Safaris will be the only operator to offer walking safaris from bush camp to bush camp. With these year-round journeys guests will experience national parks, remote valleys, tribal people, cities and towns. Of course, Custom Safaris (ideal for honeymoons) are created exclusively.

Among the 16 CW Safaris:

- **Uganda: Gorillas & Chimps – Classic Safari:** This unforgettable, world-class active adventure is highlighted by the opportunity to track mountain gorilla families on foot followed by guided game viewing, optional chimp tracking and brilliant bird watching in destinations including Lake Victoria, the Ngamba Island Chimpanzee Sanctuary and the great Kampala Market. *8 days/7 nights; From \$4,398 per person/double (single supplement, \$500)*
- **Botswana & Zimbabwe – Fly-In Safari:** Land in remote locations of unparalleled beauty unreachable by vehicle where arrays of ecosystems co-exist. Cross the grassy plains in search of elephants in Chobe National Park by 4x4 and boat; witness Africa's predators at work during a bush walk in the Moremi Game Reserve; take a traditional canoe through the Okavango Delta; and visit the famous Victoria Falls with a sunset cruise. *9 days/8 nights; From \$4,398 per person/double occupancy (single supplement, \$498); includes internal airfare*
- **Kenya: Masai Mara, Amboseli & Tsavo – Classic Safari:** Savor the best of Kenya while overnighting in premium tented camps. From the volcanic splendor of Tsavo West National Park to Amboseli with spectacular views toward snow-covered Mount Kilimanjaro to the world-famous Masai Mara National Reserve, home to elephant, buffalo, impala, lion, cheetah, giraffe, zebra and more. *8 days/7 nights; From \$4,698 per person/double occupancy (single supplement, \$898); includes internal airfare*

- **South Africa: Kruger National Park – Classic Safari:** Explore one of the largest game reserves in Africa while overnighing in luxury antique-filled lodges reminiscent of Africa’s golden era. Enjoy the thrill of tracking zebra, buffalo, giraffe, elephant, rhino and lion through the bush on foot with expert guides. The traditional safari experience comes complete with a high tea, sundowner cocktails and campfire dinners. *5 days/4 nights; From \$3,098 per person/double occupancy (single supplement, \$450); includes internal airfare*
- **Tanzania: Classic Game Parks & Zanzibar – Family Safari:** Track the “Big 5” in the lush bushveld of Tarangire National Park and endless plains of the legendary Serengeti; descend into the Ngorongoro Crater for a thrilling game drive; visit with the Hadzabe Tribe, of Lake Eyasi; and play in the waves on the exotic island of Zanzibar. *13 days/12 nights; From \$7,198 per adult (single supplement, \$1,465), \$4,398 per child; includes internal airfare.*

CW SELECT

Perfect for the independent traveler, these trips give travelers a rich, in-depth experience with exclusive touches. CW Selects are concierge-style experiences that showcase the essence of a region. Experiences include guided city walks, cooking classes, Vespa tours, river rating, and “behind the scene” glimpses into the destination of choice. Each Select features boutique accommodations at hotels, select meal inclusions, activities and plenty of time for individual exploring.

- **Morocco: Essaouira- 4 days/3 nights**
Be swept away by the Moroccan city of Essaouira, a crossroads of Africa, Europe, and Atlantic currents. Its multiple shades of blue (found in many facets of the city including the sea, sky, boats, painted doors, shutters, and tile work) famously enchant, along with its bustling fishing port and dramatic sea wall. Guided walking eases the way into the medina and Jewish quarter, and activities at a beachside ranch include biking, horseback, and camel riding. The day ends in relaxation at a gracious Relais & Chateau hotel and spa. *Prices start at \$1,248 (Single +\$850).*
- **Morocco: Zagora Desert- 4 days/3nights**

Embark on an unforgettable journey to the pristine “sand sea” or desert dunes near Zagora in southern Morocco. This extraordinary destination is steeped in history, from the tiny village of Tamegroute, whose library was at one time one of the richest of North Africa, to the contrasting cultures of the people who have inhabited the region. Be immersed in a wide array of activities with highlights including a dromedary ride, a short desert trek, a dip in a riad’s pool or hammam, and lunch in a family home. Evenings are spent relaxing in an eco-luxury lodge and tented camps under a starry desert sky, just like the Sultans! *Prices start at \$2,798 (Single + \$298).*

- **Brazil: Rio de Janeiro, Paraty & Amazon- 9 days/ 8 nights**

Experience Rio de Janeiro, vibrant by day with sparkling bay vistas, historic neighborhoods, and museums, and pulsing with samba and nightlife after dark. Affectionately called the *Cidade Maravilhosa*, or “Marvelous City,” this bustling metropolis is set amidst beautiful mountain ranges, rainforests, and wetlands. Coastal Paraty is a quieter locale and a favorite with Brazilians looking to step off the beaten path. Pleasures here include sightseeing, rainforest walks, snorkeling, and excursions in a traditional *escuna* boat, and a delicious interlude at the Paraty Cooking School. *Prices start at \$8,398.*

- **Brazil: Royal Route, Salvador & Chapada Diamantina- 11 days/10 nights**

Journey on the Royal “Golden” Route back to the 17th century. Today these riches endure, in churches lavished with gold and in the history of towns well preserved from colonial times. Travelers adventure to Salvador, Bahia’s capital state and home to the world’s largest carnival. Situated on a magnificent tropical bay, its vibrant mix of colonial and modern, European and African, results in diverse local culture. Chapada Diamantina National Park, the final destination, is surrounded with wild nature in a dramatic mixed terrain. Once famous for diamond mining, the area is now known for its caves, waterfalls, idyllic rivers and panoramic plateaus. *Prices start at \$6,698.*

- **Peru: Arequipa & Colca Canyon- 5 days/ 4 nights**

The Western Andes of southern Peru combine breathtaking scenery and fascinating history. Travelers

can see the exquisite colonial architecture of Arequipa, the “White City,” which is overlooked by towering snow-capped volcanoes. Peru’s most elegant city, Arequipa, is the entry point, a UNESCO Human Heritage site for its blend of Spanish-colonial influences and indigenous cultures. Guests travel to the Colca Canyon, the planet’s deepest, at over 13,000 feet, where Andean condors soar over its amazing heights and vistas. The region is the “World’s capital of Alpaca,” the soft wool found in the handicraft markets of the region’s colorful and historic villages. *Prices start at \$1,298 (Single \$425).*

- **Peru: Lake Titicaca- 4 days/3 night**

A vast expanse of water along the border with Bolivia in southeast Peru, ocean-like Lake Titicaca is the world’s highest navigable lake at 12,500 feet. Its deep waters, coveted and conquered by the Incas and the Spanish, seem to meld with the deep blue of the sky, fringed by the snow-capped Andes. An intimate and luxurious lakeside lodge is the base for guests to explore the islands, waters, and Quechua and Aymara villages. There is an incredible collection of activities including boat excursions to the floating Reed Islands and Incan ruins, a home visit to a legendary weaving island, kayaking, birding, and sailing the lake’s crystalline waters. \$1,948 (Single +\$625) March 16-Oct. 14; Dec. 16-27, 2012
\$1,098 (Single +\$625) Jan. 28-March 15; Oct. 15-Dec. 15, 2012

- **Italy: Positano- 4 days/ 3 nights**

Positano, at the heart of the Amalfi Coast, has long beguiled visitors. This four-day stay shows why with its sweeping vistas and elegant four-star seaside villa hotel. This Select includes a chauffeured drive along the sweeping panorama of the famed Amalfi Coast to Amalfi’s port, and high above it and to the town of Ravello with its lush villa gardens. A guided excursion via land and sea to the Isle of Capri offers a full day of personalized discovery on this captivating island. *\$3,548 (Single +\$2,285.)*

- **Italy: Rome- 4 days/ 3 nights**

Rome’s timeless enchantment is revealed on this four-day exploration. Tour its most well-loved monuments and hidden treasures, one day on foot with an expert guide, and the next day on a chauffeured Vespa, with a

safe and steady driver to do the navigating! An elegant four-star boutique hotel, is home base, providing easy access to the nearby Spanish Steps, the Piazza del Popolo, and Via Condotti. The hotel is also within walking distance of a plethora of shops, restaurants, and theaters. *\$1,498 (Single +\$390) Feb. 1–Apr. 9; Jul. 21–Aug. 31; Nov. 1–Dec. 28*
\$1,698 (Single +\$415) Apr. 10–Jul. 20; Sept. 1–Oct. 30; Dec. 29–31

- **Croatia: Dubrovnik- 3 days/ 2 nights**

Guests explore the Croatian city of Dubrovnik by exploring on foot or kayaking around its ancient walls to the protected island of Lokrum. A two-night stay at a resort hotel promises luxury and sea views, poised on a private beach at the city's gates. *\$1,248 (Single +\$650) May 12–June 11, 2012*
\$1,398 (Single +\$770) September 15–October 1, 2012
\$1,198 (Single +\$615) October 13–15, 2012

SMALL SHIP CRUISING

For those looking to explore where large cruise liners cannot, CW offers voyages on intimate ships. Discover the Galápagos Islands and the Amazon River in Peru. Each evening, guests enjoy chef-prepared meals and interpretive talks from resident on-board experts before retiring to private staterooms.

PRIVATE ADVENTURES

Guests who wish to “travel their own way” turn to CW for the vacation of their dreams. Whether traveling solo or with a group of family and friends, guests can personalize their trip with the help of CW's team of expert Tour Consultants who arrange and manage every trip detail. Tour Consultants organize departure dates, arrange special events and activities, and select expert guides for the trip. From multi-generational family vacations to honeymoons or team-building trips, the possibilities are endless.

ENCORE LOYALTY PROGRAM

CW's Encore Program acknowledges loyal customers with a range of enticing benefits including:

- 10% savings on trips (5% Early Booking and 5% year-round)
- Milestone savings on the 5th, 13th, and 16th trips
- Referral credits

- Exclusive Prototype (new tour) opportunities, VIP trip invitations, and priority wait list
- Exclusive travel updates on new destinations

BEST FOOT FORWARD PROGRAM

In April 2012, CW introduced the Best Foot Forward program, a new preferred program to aid travel agents who sell CW Adventures. The benefits of the program include:

- Increased Commissions
- Preferred travel discounts
- Advance “insider” knowledge of promotions and special departures
- Priority wait list for clients
- A dedicated phone and email contact from CW

GUARANTEED DEPARTURES

Rarely found in the travel industry, CW guarantees the departure of almost every trip paid in full 90 days in advance of its departure dates (except in cases of *force majeure*). This assures travelers the confidence to begin planning for the trail – guaranteed to go.

SUSTAINABLE PRACTICES

Inspired by their Vermont’s Green Mountains roots, CW has been committed to sustainable travel for over three decades. Our Mission Statement includes a dedication to unique travel experiences that foster an appreciation and understanding of the diverse cultures and vast habitats of the world. In the regions in which we travel, we work in partnership with local people and organizations, as well as hire expert, local guides thus benefitting the local economy and opening the doors to authentic personal interactions.

CHARITABLE PROGRAMS

The CW Travelers’ Fund; Green Mountain Club, Vermont; Patacancha School Dormitory, Peru; Yellowstone Business Partnership, Wyoming; Yellowstone to Yukon Conservation Initiative, Canmore, Canada

**PRESS
INFORMATION**

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