



# Butterfield & Robinson

BIKING AND WALKING SINCE 1966

## MEDIA KIT



## ABOUT B&R

### Introduction

Butterfield & Robinson is a leader in active luxury travel. We plan once-in-a-lifetime trips for people interested in seeing the world up close by walking or biking during the day and enjoying first-class cuisine and accommodations at night. Innovative itineraries and attention to detail make us stand out. Our motto is “Slow down to see the world,” as we believe that a slower pace allows travellers to truly experience the cultural nuances of each destination.

### History

In 1966, George Butterfield, Martha Butterfield (née Robinson) and Sidney Robinson took a group of students on a bike tour in Europe to explore routes they had discovered in earlier travels. After that trip, Butterfield & Robinson was born. Starting with European tours, B&R has since expanded to include over 100 trips on six continents.

### Trips

Though each Butterfield & Robinson trip is unique, travellers can always expect:

**Well-rounded itineraries** – a mix of activity, cultural exploration and relaxation

**Attention to detail** – pre-trip inspection of routes, activities and accommodations

**Top accommodations** – stellar hotels with rich histories and unique features

**Culinary experiences** – a mix of top restaurants and authentic meals at local homes

**Customized equipment** – biking and walking gear tailored to individual needs

**Stellar guides** – dynamic, informed companions with insider tips and local savvy

**Unique events** – culturally authentic activities that represent the region

### Giving Back – The B&R Fund

Butterfield & Robinson recognizes the privilege of being welcomed into communities around the world. The B&R Fund was established to give back to those communities, protect the world’s cultural heritage and promote the health of vibrant cultures. Current projects include building houses at Inle Lake, Myanmar, supporting a school in Sacred Valley, Peru and supporting the education of women in Morocco.

### Recent Awards

*Travel + Leisure* Worlds Best Tour Operators Award 2013

*National Geographic Traveler* Tours of a Lifetime 2013

*Outside Magazine* Travel Award 2012

## LEADERSHIP

### George Butterfield, Co-founder

Co-founder George Butterfield has been at the helm of Butterfield & Robinson since its inception. Born in Canada and raised in Bermuda, George practiced law in Toronto before dedicating himself full-time to the business of biking and walking in 1969. He still plays an active role in day-to-day operations and serves as B&R's spiritual leader, resident travel sage, voyageur extraordinaire, and CEO of all things slow. Always on the hunt for new and interesting places to explore, his favourite trip is always the one he's taking next.



Taking a personal interest in each trip's success, George and his wife and co-founder Martha guide at least one trip a year—which George claims is the best part of the job. They are also constantly scouting for new trips. It can take years to come up with a trip that works, George confesses, but the goal is really quite simple: “I want people to say that whatever trip they took with us was the best trip they've ever taken.”

### Norman Howe, President

Norman Howe is an Oxford-educated lawyer and itinerant wordsmith who stuck with law long enough to prove that he was tough enough to handle the pressure (about three years, for the record). He then made the fatal mistake of guiding for Butterfield & Robinson in what was supposed to be a brief hiatus prior to taking up a career in academia. Shortly thereafter, he abandoned all pretense of responsibility and embraced the nomadic pursuit of pleasure on behalf of B&R.



After a decade of exploring and innovating with B&R, he took a seven-year sabbatical during which time he bought, reinvented and sold Horizon & Co, one of Canada's oldest and most renowned travel companies. Since returning to B&R as President, he's continued the tradition of innovation. His overarching ambition remains the same—to create a space in people's lives where true spontaneity and magic flourish.

## ABOUT THE TRIPS

### Trip categories

#### Published

These trips have pre-set itineraries and departure dates, trademark B&R guides and a minimum number of travellers. Those travelling in pairs or small groups have the opportunity to make new friends among their fellow guests.

#### Private

**Bespoke:** These itineraries are custom-designed. Guests choose where and when they want to go, who to go with and which activities they wish to focus on. B&R guides and local experts are featured depending on the travellers' requests.

**Ready-to-Book:** Guests choose their own dates and groups on these trips where itineraries are pre-set and designed to showcase the best of each country. Local guides provide expertly-led tours but travellers have freedom to explore on your own.

### Trip types

**Active** – These trips focus on active adventures that make the most of a region's natural features. Biking, walking, hiking and other types of activities are included.

**Biking** – The routes on these trips are selected to be bike-friendly and scenic. Picnics are set along the way to allow guests to keep riding after lunch.

**Bistro** – These trips offer the same great walking and biking route in a more casual style. Instead of five-star hotels, four-star hotels are used and there are more independent meals.

**Culinary** – Food is the focus and highlight of these trips. They may include visits to markets, cooking classes, access to growers and farmers plus meals prepared by local renowned chefs.

**Family** – Family trips include similar activities as other trips but add experiences just for kids. Alone time for parents is also built into these itineraries.

**Self-guided** – These trips have pre-determined routes but no set dates and no guide, so travellers have more flexibility when exploring each region by biking or walking.

**Walking** – The routes on these trips are designed for walking and hiking and are chosen to reflect the beautiful scenery of each region.

**(un)Corporate** – B&R creates custom corporate retreats for companies looking to do something active or uncommon for their employees.

## ACCOLADES

“To say B&R invented the entire category of luxury active travel would be true, but also an understatement. They are the gold standard and have been since 1966.”

—Larry Olmsted, Journalist and B&R traveller, *Forbes*

“B&R sets the standard for customized biking trips”

— Stirling Kelso, *Travel + Leisure*

“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*

“I applaud and support what Butterfield & Robinson gives to all of us. Seeing the world patiently, at a human pace and on a human scale. Striving to catch the feel – the smell, the sound, the texture – of a foreign world. Returning, in fact, to what has always been the heart of travel: getting to know someone different, and awakening a spirit of both wonder and familiarity. B&R organizes trips the way all of us would like to do, if only we had the time and sense. Freedom in the company of security – the chance to lose yourself by day, and then find yourself again by night (often, in a hotel out of your dreams) – who could ask for anything more?”

— Pico Iyer, 2003 B&R Brochure

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