



## **BACKGROUND INFORMATION**

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Kelly Tompkins was a competitive cyclist who had escaped the winter cold of his native Calgary to train in the West Indies. He set out one morning on the country roads of Trinidad expecting a typically quiet ride; only it was a Sunday, when locals were filling churches. As Tompkins rode, he heard music pouring out of the congregation halls – the strains of warm, soulful gospel. The music spilled into the countryside. Tompkins couldn't get over it.

Tompkins realized he was experiencing something he couldn't have found in any guidebook. Had he not been out riding his bike that day, he never would have experienced it. Years later, after launching several online travel companies, Tompkins returned to that enduring memory and decided to develop AdventureLink, a website designed to assist travelers in finding unique, authentic travel experiences just like the one he had in Trinidad.

AdventureLink specializes in adventure travel, a category that includes physical activities, cultural exchanges, volunteering, health and wellbeing, spirituality, and nature trips. AdventureLink has assembled more than 10,000 trips to 160 countries, led by the world's best adventure tour operators – from G Adventures and World Expeditions to Intrepid Travel. The site gives consumers and travel professionals the ability to easily find, compare and book trips with more than 1,000 tour operators around the world. Trips include African safaris, cooking lessons in Italy, Colorado River rafting and volunteering opportunities in the favelas of Rio de Janeiro, to name a few.

AdventureLink's mission is to fundamentally change the way consumers approach travel by creating a user-friendly marketplace that connects them to the most adventurous travel opportunities. As Tompkins puts it, "We want to make it as easy to book an adventure trip as it is to reserve a flight or hotel room today."

AdventureLink has invested several years and millions of dollars in developing a one-of-a-kind platform that includes the following:

- **Day Activities & Multi-Day Tours** – AdventureLink is unique in aggregating day activities with multi-day tours to give customers the best selection of trips

- **TripFinder** – Provides the capability to see exact matches based on specific parameters such as: destination, activities, dates, budget and travel styles
- **Trip Comparisons** – Users can easily shop and compare trips and instantly sort by destinations, activities, price and promotions and save trips for future reference
- **Comprehensive Descriptions** – AdventureLink provides the most comprehensive trip descriptions available, including detailed itineraries, lodging, pictures and videos
- **Trip Reviews** – AdventureLink has pioneered the development of the first comprehensive system that gives consumers reliable reviews and ratings on trips
- **Special Offers** – AdventureLink represents the largest database of promotions from the best adventure tour operators
- **Expert Agents** – AdventureLink provides consumers with the ability to instantly connect with expert agents who specialize in specific destinations and activities
- **Personalized Recommendations** – Travelers can create a profile to receive customized search results based on activity and destination preferences
- **Travel Styles** – Trips are tagged with specific travel styles (i.e. independent travel, romantic getaways, family, luxury, budget, women only, seniors, kids only) for precise matching with customer preferences
- **Social Media Integration** – Users can share trips easily on Facebook, Twitter and Pinterest
- **Affiliate Integration** – AdventureLink provides an XML interface for easy integration with affiliate partner web sites

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AdventureLink Travel Inc is the world's leading aggregator of adventure travel and provides consumers and travel professionals with the ability to book over 14,000 trips to 160 countries worldwide. For more information, go to: [www.adventurelink.com](http://www.adventurelink.com).