

ALPENWILD

MEDIA KIT



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ALPENWILD CONTACT

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Hi There,

My name is Katya West. I am the Public Relations Marketing Specialist at Alpenwild. Alpenwild is the leader of luxury adventure travel in the Alps. We offer personal, small-group guided and self-guided rail, walking, hiking, trekking and food tours across the Alps. We take part in a wide-range of culturally rich Alpine activities as we visit privately owned farms, hike to enjoy the natural beauty of the Alps scenery, and stay in family owned hotels along the way. Just last year, we led over 90, seven-12 day/night guided tours in the Alps, and hosted over 800 guests. Those numbers don't include our self-guided tours and guests!

According to a survey conducted by the Travel Leaders Group*, Western Europe (Including France, Switzerland and Italy), was number one on the top 10 list of Adventure Travel Destinations. Meanwhile, the top three Most-Often Booked tour types are Culinary, Hiking/Walking/Trekking, and Culinary and Foodie tours. At Alpenwild, we offer those top three tour types in the number one destination-The Alps. Our service includes personal relationships with Alpine hotel and restaurant owners, and guides. Not only that, Alpenwild's trip specialists have personally been to the Alps on the company dime; they offer the unmatched support only an experienced "be there done that" person can offer.

John Lovell, CTC President of Travel Leaders Network and Leisure Group, said, "Consumers are focused more and more on authentic, transformational and exciting travel experiences.... Clearly, adventure travel is on the rise and the average age of adventure travelers is expanding." We need your help to spread the news of adventure travel in the Alps. I hope this media kit will answer your initial questions about Alpenwild, who we are and what we do. Please do not hesitate to reach out so that we can connect and create more excellent content on the Alps. Enjoy!

*Source:

<https://www.prnewswire.com/news-releases/adventure-travel-rapidly-expanding-according-to-new-survey-300670521.html>

The logo for Alpenwild, featuring the word "ALPENWILD" in white, uppercase, sans-serif font, centered within a solid red rectangular background.



INTRODUCTION

Alpenwild offers world-class walking, hiking, trekking, scenic rail, and culinary tours in the Alps. Each tour vividly brings the Alps to life, highlighting unrivalled alpine scenery, rural gastronomy, traditional luxury hospitality, and hands-on experiences including meeting local artisans, farmers, chocolatiers, chefs, truffle hunters and vintners.

MISSION STATEMENT

As the leader in active travel in the Alps, we are committed to creating authentic experiences and unforgettable alpine adventures that enrich, thrill, and delight our guests.

ALPENWILD

OUR STORY



Just days after getting his high school diploma in 1970, Greg Witt, slung a backpack over his shoulder, laced up his boots, and started off for a two-month adventure in Europe. Armed with a plan, a map, and a Eurailpass, he began a journey that would fuel his love for adventure travel and especially hiking in the Alps.

After a degree in Comparative Cultures and an MBA, he opened a traditional brick-and-mortar travel agency. That eventually evolved into Alpenwild, which is now the largest North American provider of walking and trekking tours in the Alps. Over the years we've grown to encompass food, rail, and art tours too—but always with a focus on the amazing culture, scenery, and undeniable romance of the Alps.

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ALPENWILD TIMELINE

1970 - Greg goes to Switzerland for the first time

1980's - Greg conducts Alpine tours for close friends and family

2003 - Alpenwild is founded

2010 - Greg becomes the first North American to receive the Alpsteinpass Award for expertise in hiking and guiding in Switzerland's Appenzell's Alpstein range

2015 - Greg receives the 2015 Gold Flower Award from Switzerland Tourism for Alpenwild's high standards in its Switzerland tours.

2019 - Greg becomes the first North American to complete all 20 stages of the Via Alpina 1

2019 - Alpenwild conducts 90 tours - an all-time company high



FACT SHEET

Founded: 2003

Tour Destinations: Switzerland, France, Italy, Austria and Slovenia

Office Location: 692 N 1890 W, Provo, UT 84601

CEO: Greg Witt

Contact Information: Katya West | katya@alpenwild.com | (801) 226-9026 ext. 1004

Tours: Alpenwild offers more than 90 guided tours each year throughout the Alps.

Alpine Guides: Alpenwild employs 50 experienced and highly trained guides including Olympic and World Cup skiers, university-trained historians, biologists, artists, professors, and teachers.

Group Size: Groups are kept small, usually six to 12 guests.

Authentic Experiences: Unique alpine experiences include making cheese over an open fire using a 1,000-year-old recipe with a Swiss farmer, making artisan bread in a remote Swiss chalet, working with an award-winning master chocolatier, hunting for truffles in the Jura woodlands and walking through ancient terraced vineyards.

Tours Include: Guided tour prices cover all ground transportation, including gondola lifts, funiculars, trains and shuttles; an expert guide; accommodations; luggage transfers; and all activities. Most meals feature a la carte dining in select restaurants, and all authentic culinary experiences are also included.

Pricing: Tour prices start at \$999 per person for a seven day, self-guided, inn-to-inn tour, to \$5,995 per person for the 12-day, Deluxe Tour du Mont Blanc trek.

Transportation: Included in the tour price is a rail pass or shuttle transfer that can be used for travel to and from the tour departure point. Transfers can be used from major airports including Zurich, Geneva, Venice, Milan, and rail stations.

Luggage Transfers: The convenience of luggage transfers allows guests to carry a light day pack as their belongings are transferred to the day's next destination.

Hike and Spa: Indigenous alpine spa treatments await guests on the "Deluxe Haute Route" tour and several other tours. After a full day of hiking in the Alps, spa services

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utilizing alpine herbs, pine-scented baths and full body massages are the perfect antidote to tired muscles and feet.

Accommodations: Guests stay in an array of carefully selected Swiss inns, small luxury hotels, and classic berghotels, all included in the price of the tour. Alpenwild hand picks guests' room offerings the finest alpine views.

Dining: Dining ranges from traditional farm breakfasts and casual outdoor lunches and picnics, to a la carte meals and memorable dinners at coveted Michelin-starred restaurants.

Types of Tours: Guided, Self-guided and Private. In addition to our types of tours, we offer a variety of custom adventures that are catered to the level of activity that our guests want to achieve or do.



ALPENWILD

ARTICLE IDEAS

We love working with talented journalists, photographers, and writers who have a sense of adventure and know how to craft a compelling story.

We'll support you with destination details only insiders know, tour features from our expert trip designers, cutting-edge travel trends, stunning hi-res images, and access to our eminently quotable staff and guides. You can expect a timely response. Just call or shoot us an email. We're here for you. For starters, here are some story ideas to fire your imagination:

Adventure Travel

- Not a skier? Not a problem. Alpenwild reinvents winter vacations with snowshoeing and multisport adventures
- Experiential travelers seek “non-Googleable” experiences—and find them in the Alps
- Which is best for you? Instead of a carbon footprint, leave your footprints in an alpine meadow - the world's most eco-friendly vacations

Hiking Tours

- Great hiking and great food join forces in the Alps. How to pack the perfect picnic
- Hike like a goat. Eat like a king. Sleep like a baby. Baby boomers thrive on luxurious adventures
- 5 must-do day hikes in the Swiss Alps
- Why Switzerland is the best supported hiking destination in the world
- 4 classic treks for Millennials seeking the ultimate challenge and reward
- 5 myths about a hiking vacation in the Swiss Alps

Scenic Rail Tours

- Discover the Alps on the Glacier Express, the slowest panoramic, and scenic express train in the world

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- Where is the best public transportation system in the world?

Switzerland Travel

- How to enjoy a budget vacation in the world's wealthiest country
- It's hard to be neutral about an active vacation in Switzerland
- Unique experiences for Millennials on a guided tour of Switzerland

Food Tours

- Meet the new breed of traveler—the adventure foodie—locavores on a quest to taste and touch food at the source
- Hunt for truffles in the Swiss Alps and discover why these forest treasures sell for \$900 a pound
- Learn the secrets of making chocolate from bean to bar
- Farm-to-table dining, rural gastronomy, and agro-tourism go mainstream on food tours in Switzerland



ALPENWILD

PRESS



January 4th, 2018

**Alpenwild Spotlights Best Treks in Alps:
Offers Record Number of Hiking Tours in
Switzerland for 2018**

[https://www.prnewswire.com/news-releases/alpenwild-spotlights-best-treks-in-alps-offers-record-number-of-hiking-tours-in-switzerland-for-2018-300577437.html?
tc=eml_cleartime](https://www.prnewswire.com/news-releases/alpenwild-spotlights-best-treks-in-alps-offers-record-number-of-hiking-tours-in-switzerland-for-2018-300577437.html?tc=eml_cleartime)



June 27th, 2018

Scaling the Swiss Alps on trains and trams

<https://www.chicagotribune.com/travel/sc-trav-trips-0703-story.html>



July 18th, 2018

Hiking the Swiss Alps in Style

<https://www.barrons.com/articles/hiking-the-swiss-alps-in-style-1531937173>

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TESTIMONIALS

"What a fantastic adventure! It will be an experience I'll remember and cherish the rest of my life." - R.O., Florida *On the Chamonix-Zermatt Haute Trek*

"Thank you for such an unbelievable trip. I dreamed of Switzerland exactly how I saw it with you." - R.T., California *On the Best of the Swiss Alps*

"It was the best vacation we've ever had. Flawless and fun. The highlight was the 8-hour Glacier Express train ride across such a beautiful country." - N. B., Texas *On Scenic Alps by Rail*

"I've been to Switzerland many times previously, but have never experienced the amazing behind-the-scenes and exclusive experiences I enjoyed on this trip. Really an exceptional experience." - C.W., California *On the Discover Swiss Cuisine - French Inspired Tour*

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THANK YOU

Thank you for taking the time to read through our media kit. If you need help or resources to write an article on Alps travel, or if you have questions about our tours, please contact me. I look forward to hearing from you.

Best,

Katya West | katya@alpenwild.com | (801) 226-9026 ext. 1004

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