

***SpiceRoads believes seeing the world by bicycle is the best way to travel***



## **SpiceRoads' Mission**

SpiceRoads endeavors to offer high-quality, educational and cultural adventures that highlight and focus on the diversity of landscapes found in Asia and its people. As a specialized "niche" bicycle tour operator, we provide the most authentic, unique and exciting adventures in Asia.

Within our company culture is engrained the belief that every facet of how we do business be of the highest quality - from customer service to the bicycles we use, to the hotels where we stay in. We design all our own itineraries and research all our own routes and ensure quality through constant review and adjustments.

## **The SpiceRoads Story**

SpiceRoads started in 2000, when its original founder decided to concentrate on what he loved doing the most and he established SpiceRoads as a specialist cycle tour operator in the region he knew best - Southeast Asia. The standard was set for all subsequent SpiceRoads tours by offering a high quality tour - from customer service, to bicycles, to well researched routes to the guides we use – at good value.

Since then, the company has grown to encompass other Asian countries. During the years of growth what hasn't changed is the spirit of SpiceRoads, which is to offer professional, international standard cycle tours and services to independent travellers and cycle enthusiast looking to discover Asia by bicycle.

Today, SpiceRoads employs more than 20 people in its Bangkok base and offers more than 70 itineraries in 16 countries around Asia. In 2010, more than 5,000 people participated on SpiceRoads tours.

## **Why See Asia by Bicycle?**

To go beyond the norm and to have an authentic travel experience sometimes takes a bit of effort. Touring by bicycle is one of the best ways to escape tourist traps and get a unique vantage point to see stunning landscapes and local life up close. By experiencing the bliss of cycling you realize what an intimate travel experience is all about. Riding a bicycle removes the barriers between yourself, the beautiful countryside and the people and exposes you to so many more sights, smells and sounds. Moving at ground level, you travel fast enough to see everything and slow enough to experience it all!

## Our Tours

Our well planned eye-opening cycling tours provide an active immersion into local cultures, languages, scenery and, of course, the most delicious of foods. By combining great service and rare opportunities for cultural experiences, our travel philosophy continues to excite, enthuse, and positively impact every guest.

SpiceRoads has tours catering for all interests and abilities. Our styles include:

|                   |                     |                 |
|-------------------|---------------------|-----------------|
| Day Tours         | Classic Tours       | Corporate Trips |
| Overnight Tours   | Road Bike Tours     | School Trips    |
| Family Adventures | Mountain Bike Tours | Custom Tours    |
| Luxury Adventures | Charity Tours       |                 |

Participants are invited to join tours with fixed date departures scheduled throughout the year, while private or tailor-made tours can be arranged for groups or individuals on request.

## Our Destinations

SpiceRoads offers tours in the following destinations in Asia:

|          |           |             |           |
|----------|-----------|-------------|-----------|
| Bhutan   | India     | Malaysia    | Sri Lanka |
| Burma    | Indonesia | Mongolia    | Thailand  |
| Cambodia | Japan     | Nepal       | Tibet     |
| China    | Laos      | Philippines | Vietnam   |

## What to Expect:

The route is the core feature of a successful cycle tour and we make the effort to weave together enjoyable cycle routes with favourite destinations. As much as we can, we ride point-to-point and make sure we avoid the worst traffic. We linger in the worthwhile places and always take the scenic route.

All tours are led by experienced cycle guides and support vehicles with drivers that double as bike mechanics. For multi-day tours all accommodation and most meals are included. Accommodation is typically in 3 or 4 star hotels / lodges but varies depending on the location. Meals feature local cuisines, and are served family style, sharing a number of delicious dishes, making sure it is an authentic feast worthy of hard working and hungry cyclists.

## Trip suitability:

Our ratings range from 1 Chilli to 5 Chillies and are based on a combination of distance, terrain, elevation gain, altitude, remoteness and weather that you will encounter on each bike tour.

Generally our short tours are rated 1 or 2 chillies and have cycling distances between 25-50kms per day. They are suitable for anyone who has basic fitness and confidence riding a bicycle. There may be some small climbs or narrow paths but generally they are quite accessible. Our longer tours typically range from 60 to 100kms per day and require a reasonable level of fitness. Our Road Biking and Mountain Biking tours are a bit more strenuous or technical and some relevant experience is advisable.

## Our Customers

SpiceRoads customers come from all walks of life. Statistically speaking, an average SpiceRoads tour consists of 10 clients, a tour leader, a local guide, a driver and an assistant. The group of 10 will be comprised of four different nationalities (two of which will be the UK and US), speak at least two languages, contain slightly more males than females and have an average age of 42.

Of the 10, two will return the following year to take another SpiceRoads tour, five will join another SpiceRoads tour within three years and nine will at least contact us to show an interest in joining another tour. We sometimes wonder what happens to the other one!

All 10 will contact each other at least once after the tour. Around half will remain in contact, many will become good friends, and on more than one occasion we have been invited to a wedding!

## Our Staff

SpiceRoads' staff and all of our professionally licensed multi-lingual tour guides are passionate about creating the best possible experiences, with fun, creativity, and total dedication to satisfaction.

We're always peddling towards making your tour perfect so you can See Asia by Bicycle!

## Our Credentials

SpiceRoads is licensed by the Tourism Authority of Thailand (TAT) – License number 14/00433.

SpiceRoads is also committed to adhering to a responsible travel practice and to being active and reputable members of the Association of Thai Travel Agents (ATTA), the Pacific Asia Travel Association (PATA), and the Thai Ecotourism and Adventure Travel Association (TEATA).

## Working with SpiceRoads

SpiceRoads is happy to discuss your requirements to understand the best way to work together. We can work together to offer a combination of:

- **SpiceRoads' Scheduled Departures:** Your customers join in one of SpiceRoads scheduled departures (min 2 passengers, max 16 passengers)
- **Private and Tailor Made Tours:** Your customers have their own private departure which can be customized to their requirements in terms of: route, distance, sights, accommodation....
- **Your Own Branded Tours:** We work with you to plan the tour, price and schedule. We run the trip under your own brand, whether this be a private tour requested by a customer or a scheduled tour promoted exclusively by you.

SpiceRoads will provide the support needed for you to promote and sell cycling tours and has a range of training and promotional tools available to help you do so.

For more information on working with SpiceRoads, please contact:

Simon Philipp (Sales & Marketing Manager): [simon@spiceroads.com](mailto:simon@spiceroads.com)



## DAY TOURS

Our half or full day getaways are an ideal way to see a different side of a city when your time is limited. Meticulously designed to get the most out of a full or half days cycling as well as experiencing the culture and history, our tours cover classic sites and the unexpected enclaves that will make your tour memorable and unique. These trips are a delightful day out for the individual adventurer, couples or the whole family.

### *Examples of Day Tours:*

#### **Bangkok Jungle**

**(Half Day, 25km)**

A short hop from busy Sukhumvit, is a place known to the locals as Bang Kra Jao. This amazing wilderness in Bangkok is reached by boat, and is untouched by developers, providing a great cycling experience.

#### **Floating Markets**

**(1 Day, 32km)**

The Floating Markets is mandatory stop for most visitors to Bangkok. This tour combines visiting the floating markets at Damnoen Saduak and Amphawa, with a gentle ride alongside the meandering waterways and through the countryside and agricultural areas.

#### **Lanna Countryside**

**(1 Day, 40 km)**

A short hop from Chiang Mai, off the tourist trail, are fertile valleys that offer inspiring views and mountainous horizons not seen from the city. This bicycle ride explores Sankampaeng and the beautiful, peaceful Lanna countryside.

#### **Bangkok of Old**

**(1 Day, 30 km)**

Explore several districts along Bangkok's Chao Phraya River and experience the serene way of life in the old Bangkok communities. You will see temples, local business, fruit orchards, orchid farms.

#### **Historic Ayuttaya**

**(1 Day, 25km)**

An easy day ride, this tour reveals the historic treasures of Thailand. From the impressive ruins of Ayutthaya to the grandiose summer palace of the kings, this bike trip takes you off the beaten path and onto the local trails through authentic Thailand.

#### **Chiang Mai Peddle & Paddle**

**(1 day, 20km)**

Ride on roads that take us through paddy fields, fruit orchards with backdrops of stunning mountains. These roads lead us to the Sri Lanna National Park where we paddle along the jungle edge of the lake.

For details on all SpiceRoads Day trips visit: [http://www.spiceroads.com/styles/day\\_tours](http://www.spiceroads.com/styles/day_tours)



## OVERNIGHT TOURS

Take a bit more time to immerse yourself into the local culture with one of SpiceRoads multi-day adventures. These tours last from two to four days and give you the opportunity to dig deeper into the local way of life while offering a broader range of cycling styles. After a great day of fully supported cycling with our friendly guides, you can enjoy languid evenings, indulging in the excellent local food and a few drinks with your travel companions.

### Examples of Overnight Tours

#### **Cycling Central Thailand**

**(4 days / 3 nights)**

This tour is a must for anyone that wants to get out into the countryside and experience Thailand's culture and history. Explore the Floating Market, Kanchanaburi, and the ancient capital of Ayutthaya.

*(120km, Grade 2 out of 5)*

#### **Chiang Mai to Chiang Rai by Bike**

**(4 days / 3 nights)**

Ride on trails and back roads through the spectacular limestone mountains of Chiang Dao to the scenic village of Mae Salak, straddling the Mae Kok River.

*(130km, Grade 2 out of 5)*

#### **Golden Triangle Explorer**

**(3 days / 2 nights)**

Explore Thailand's most northern province, where rivers and cultures meet. This area has for centuries been the crossroads for border trade between Thailand, Burma and Laos.

*(118km, Grade 2 out of 5)*

#### **Hua Hin Explorer**

**(3 days / 2 nights)**

An adventurous tour of Thailand's floating market and the coastal village of Hua Hin. Mixing all kinds of terrain and locations this trip is a great way to see another side of Thailand.

*(94km, Grade 2 out of 5)*

For details on all SpiceRoads Overnight tours visit: <http://www.spiceroads.com/styles/overnight>



## CLASSIC TOURS

Our Classic tours typically last between one and two weeks. These journeys have been well researched to take you on the best route, which usually means a combination of tarmac and dirt roads, to see stunning scenery, interesting sights and along the way as you eat delicious food and stay at unique accommodation. We recommend riding a mountain or hybrid bike for these tours and a support vehicle will follow the group on almost all sections of the ride (unless otherwise specified in the itinerary).

### Examples of our Classic Tours

#### **Cycling Southern Thailand's Beaches**

**(11 days / 10 nights)**

Surrounded by turquoise waters, white sand and lush jungles you will experience a rich mixture of cultures, from the Thai Buddhists to the Muslim seafarers. Along with riding through world class tourist destinations such as Khao Lak and Krabi, you will get to explore perhaps less well known areas of Southern Thailand, a rarely visited gem to be discovered.

*(360km, Grade 3 out of 5)*

#### **Cycling Chiang Mai to Luang Prabang**

**(11 days / 10 nights)**

This tour is a challenging journey through the remote hills of northern Thailand and Laos. Starting in the bustling and energetic Chiang Mai, we take dirt tracks north to Chiang Rai and the Golden Triangle before heading into Laos and down the mighty Mekong River to Luang Prabang. This tour gives you a unique glimpse into rural Thailand and Laos.

*(700km, Grade 4 out of 5)*

#### **Saigon to Bangkok by Bicycle**

**(14 days / 13 nights)**

This tour takes in three of Southeast Asia's most diverse and fascinating countries. From Saigon we head into the Mekong Delta, riding quiet back roads over canals. Our entry into Cambodia is by boat as we head up the Mekong river, to Phnom Penh. We then head to Siem Reap and the famous temples of Angkor. After exploring Angkor we head to Thailand and the beautiful beach.

*(557km, Grade 3 out of 5)*

#### **Mystical Bhutan**

**(14 Days / 13 Nights)**

Cycling in Bhutan is rewarded with stunning views, pristine nature and long descents. However, those vistas come at a price of long, but gentle, climbs, at high altitude, but the riding is on good paved roads with little traffic. We start cycling from Thimpu and head east, stopping to visit fortresses, monasteries and temples and absorbing the Buddhist culture.

*(550km, Grade 4 out of 5)*

For details on all SpiceRoads Classic Tours visit: <http://www.spiceroads.com/styles/classic>



## MOUNTAIN BIKE TOURS

Our Mountain Bike tours are designed for those who enjoy riding on dirt trails and don't mind a few technical sections. We take you off road on single-track and jeep tracks, use wooden bridges to cross rivers or ride down volcano craters. These tours will expose you to spectacular scenery, to local culture and offer you the perfect place to eat and rest after a challenging day of riding.

### Examples of our Mountain Bike Tours

#### **Mountain Biking Vietnam's Northwest Mountains (10 days / 9 nights)**

This cycle-journey through Southeast Asia's most spectacular mountain range is for cyclists seeking a biking challenge, enjoy climbing and mixing it up with some off road trails. This tour goes to a part of Vietnam where few foreigners ever venture and you'll be amazed at the colourful clothing of the many ethnic tribes as you ride through valleys and river gorges to Dien Bien Phu.

*(530km, Grade 4 out of 5)*

#### **Mountain Biking Bali (11 days / 10 nights)**

For those who love mountain biking and are up for a new challenge, then this tour will more than exceed your expectations. Starting from the beach resort of Sanur we explore the famous Batur Crater, visit the island's two highest volcanoes and various canyons. Take in breath-taking coastal views along the way as you ride on a variety of surfaces – dirt, volcanic lava, gravel, sand and tarmac.

*(240km. Grade 3 out of 5)*

#### **Tribal Trails of North Thailand (11days / 10 nights)**

Mountain bikes are the perfect way to discover the adventurous spirit of North Thailand, a region of jungle filled valleys, mountain-top temples, meandering rivers, and plenty of opportunities for cultural encounters. As we follow these single-track and jeep width trails we will come across the colourful tribes and learn to distinguish one from the other by their dress, spiritual beliefs and architecture.

*(450km, Grade 4 out of 5)*

#### **Mongolia Off Road (14 Days / 13 Nights)**

For mountain biking enthusiasts, Mongolia offers an experience unlike any other. As you pedal through the Khangai Mountain range, you'll encounter wild yaks, sheep, horses and goats as well as the friendly nomads. You'll ride through ruins from the ancient Mongolian Empire and pass through the beautiful landscapes. This trip is challenging, but those who enjoy an off-road adventure will love it.

*(450km, Grade 4 out of 5)*

For details on all SpiceRoads Overnight tours visit: <http://www.spiceroads.com/styles/mountain>



## ROAD BIKE TOURS

For those who want to cover ground but still enjoy local atmosphere and colour, our road tours stick to well-paved roads, while still encompassing varied scenery and a huge range of cultural experiences. While the distances on road trips are longer than other types of tours, the roads are smooth and mostly flat, making the riding easier. Our road trips are an excellent way to maintain or regain your fitness level while enjoying a fantastic holiday.

### Examples of Road Bike Tours

#### **Bicycling Bangkok to Phuket**

**(10 days / 9 nights)**

This route has some of the best coastal scenery available in Thailand as you ride along the Gulf of Thailand before crossing to the Andaman Sea. You'll ride through quaint little villages, rest in world-class resorts, eat delicious seafood and visit beautiful national parks. This ride is flat and fast with some undulating hills thrown in.

*(855km, Grade 3 out of 5)*

#### **Kanchanaburi Hills**

**(8 days / 7 nights)**

For cyclists that don't mind pushing their pedals, this tour is a perfect combination of seeing sites and having an authentic Thai experience. We cover quite a lot of ground, take in some of Thailand's major sites, but also visit some lesser known caves and waterfalls. Our days will be quite full and action packed!

*(575km, Grade out of 5)*

#### **Mae Hong Son Hills**

**(9 days / 8 nights)**

If you're looking for some seriously challenging road cycling then this is definitely the ride for you! This tour will take you to the tallest and toughest peaks Thailand has to offer on spectacular, winding roads that provide tough-but-rewarding climbs and exciting descents. The northern province of Mae Hong Son is known for its stunning scenery and varied ethnic hill tribes.

*(690km, Grade 4 out of 5)*

#### **Cycling Chiang Mai to Bangkok**

**(11 days / 10 nights)**

From the mountains and jungles of the North to the temple-filled plains of central Thailand, cycling through these regions offers unforgettable scenery and cultural experiences. The famous Thai smile, quiet back roads and some of the world's best cuisine—these are a few of the many Thai aspects that are featured on this tour

*(880km, Grade 3 out of 5)*

For details on all SpiceRoads Overnight tours visit: <http://www.spiceroads.com/styles/road>