

## **Forget custom tour - find your DreamTour**

A magical mystery tour with a new name - your dream bicycle adventure.

## **The DreamTour Concept**

Where are we going?

It's a big question. Thanks to social media, we're finally able to ask you - rather than tell you.

With a modern mix of things like Twitter, Facebook, blogging, and other useful tools, the DreamTours concept is based on a real-time conversation between planners, participants, casual passersby, and us at Tour d'Afrique.

Company founder Henry Gold saw social media as the perfect opportunity to innovate cycle tourism - making it a more inclusive process for both seasoned pros and newcomers alike. Thanks to your input, DreamTours continues to evolve.

It's your bicycle tour, so where are we going? Clearly, you decide.

## **Who, what, where?**

That's hard to say. This is choose-your-own-adventure territory. Whether you're a computer nerd, a competitive cyclist, or a seasoned world traveler DreamTours has ways for you to get involved.

## **There's something for everyone!**

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## I want to create my own DreamTour

*"I haven't unpacked my bike from our last trip yet... but I'm thinking cross-Canada. And fast."*

*"This is new to me - I've never done anything like this before! I want it to be fun - but I'd like lots of support."*

*"French wine country by bike? Sounds wobbly...."*

[Insert your DreamTour here].

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## 10 things to know about creating your own DreamTour

1. **It's free to register.** To create a DreamTour, simply [register an account with us](#)<sup>1</sup> - it takes a few seconds. A username and your email address are your keys to the kingdom.
2. **We'll ask a few questions.** A short questionnaire is asked of new DreamTour creators. There's no right or wrong, nor is there a winner. It's a way to describe your DreamTour to us. [Get started now!](#)<sup>2</sup>
3. **Our math is simple.** When you create your tour, we'll decide its minimum number of riders (based on where you're going and how you're doing it). We'll also designate your tour's optimum number - a figure known only to you.
  - i. **Minimum number:** This is how many participants you'll need for your tour to happen. If your tour reaches its minimum number, the tour is on, and you pay only 50% of the total tour cost.
  - ii. **Optimum number:** With this many participants... you go for free.
4. **We're here to help.** As soon as you submit your DreamTour idea, we sit down to review it and make sure the plan is viable. If it needs a bit more padding, we'll let you know - and help you to fill in the details. As things come together and participants begin to sign up, we research and supply all the logistical nitty gritty. Once you take off, we provide as much tour support as you like. Between now & then? Check out our fully stocked [FAQ](#) section<sup>3</sup>, [helpful downloads](#)<sup>4</sup> or simply [email us](#)<sup>5</sup> and say hello.

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1 [www.tourdafrique.com/users/new](http://www.tourdafrique.com/users/new)

2 [www.tourdafrique.com/dreamtours/new](http://www.tourdafrique.com/dreamtours/new)

3 [www.tourdafrique.com/dreamtours/how-it-works/faq](http://www.tourdafrique.com/dreamtours/how-it-works/faq)

4 [www.tourdafrique.com/dreamtours/how-it-works/downloads](http://www.tourdafrique.com/dreamtours/how-it-works/downloads)

5 [info@tourdafrique.com](mailto:info@tourdafrique.com)

5. **You'll have homework - but you'll like it.** This is the science fair project you couldn't wait to start. Once you've developed your DreamTours concept, your tour needs participants. Marketing, spreading the word, social media - whatever you call it, you'll need to encourage other riders to join you. [Download our ready-set-go guide](#)<sup>6</sup> for some great marketing ideas.
6. **You can track your progress.** Once approved, your tour is live on our site for the entire world to see. Lots of cool tools are in place for visitors to cast their vote, give feedback and even to join you on the tour. A progress bar shows how far you are from departure and gold stars signal your tour's popularity. Comments on the page allow others to ask questions or give suggestions - making your tour even better. When they click the big "COUNT ME IN!" button, they're added to your list of participants waiting for the tour's launch. You'll see their names and thumbnail photos displayed in a list, making it easy and fun to get to know each other.
7. **There's no commitment required.** As things progress, more and more people will click "COUNT ME IN" on your tour page. When your minimum number of participants is reached, we'll open registration. Potential riders are then invited to register with a small deposit fee, a very modest 100 Euros.
8. **The company of friends.** Whether you'd like to fill your DreamTour with lifelong friends, eager relatives or kindred spirits met between today and takeoff - this is the good life, delivered. For an altruistic edge, you're welcome to share your DreamTour creator's savings amongst your group or even to plan the trip as a charitable ride. Call it bulletproof karma.
9. **No more 'buts'.** As in - "I'd really love to, *but...*". Enough! Plan your DreamTour and let others know why you're excited - enthusiasm is contagious. With all the help you need from the been-there-done-that crowd, this is the dream that plans itself. There's no limit to the DreamTours that follow, no catches and the healthy possibility you could go for free.
10. **You can start right now.** Replace email-checking with a more rewarding compulsion. Register your free DreamTour account in a few seconds and use [our downloadable questionnaire guide](#)<sup>7</sup> to help plan your tour's basic details. If you've already got it figured out, our questionnaire will take a savvy sort about 10 minutes to complete. [Let's get going!](#)<sup>8</sup>

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6 [www.tourdafrique.com/dreamtours/how-it-works/downloads/ready-set-go](http://www.tourdafrique.com/dreamtours/how-it-works/downloads/ready-set-go)

7 [www.tourdafrique.com/dreamtours/how-it-works/downloads/step-by-step](http://www.tourdafrique.com/dreamtours/how-it-works/downloads/step-by-step)

8 [www.tourdafrique.com/users/new](http://www.tourdafrique.com/users/new)

## I want to join someone else's DreamTour

*"I've seen a tour that's really caught my eye - how can I make sure to get a spot?"*

*"All these great options - how can I easily search for the one I like best?"*

*"So someone else can do all the hard work planning this and I just show up? How do I do that?"*

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Very easily! As DreamTours grows, we're sure there will be tours to suit all tastes - across all corners of the earth. When you spot the one, it's easy to join in.

## 5 steps to join someone else's DreamTour

We'll start by saying that every DreamTour creator is eager for participants and - whichever tour you choose - they'll be thrilled to have you.

1. **[Register for your free account](#)**<sup>9</sup>. You'll need this to access the DreamTour site's key features. Simply register an account with us, providing a username and your email address.
2. **Click "Count Me In"**. This is the clickable version of stating your intent to participate in this tour. (It's non-binding, you can always change your mind and email us to "count out"!) Once clicked, your username and thumbnail photo (if provided) will appear in the list of tour participants on the page. It's a popular way to see who's who and get to know each other.
3. **Follow the progress** – Click on the "Follow" button (coming soon) to be alerted via email anytime that particular tour is updated (comments, ratings, count me ins).
4. **Help the creator to recruit**. The tour page's progress bar shows how many more participants are needed for the tour to become reality. Could you help in its success? Mention your plans to friends or colleagues - they might like to come too!
5. **Registration**. Love it when a good plan becomes reality? So do we. Once the tour has its minimum number of participants "counted in", we'll get in touch by email to let you know that registration for the tour has opened. If you're still serious about participating, you can register with a small fee of 100 Euros. If you've changed your mind or can no longer participate - no problem. Clicking "Count Me In" doesn't commit you to the trip.

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<sup>9</sup> [www.tourdafrique.com/users/new](http://www.tourdafrique.com/users/new)

## I want to rate a DreamTour and add my feedback

*"I saw a tour that runs through an area I know very well. How do I make some suggestions?"*

*"Do you send updates? I don't think I can go on a tour this year but I'd like to stay in the loop just in case."*

*"April in Thailand? It's the hottest time of the year! Should I mention that?"*

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## 6 ways to give feedback on a DreamTour

1. **[Register for your free account](#)**<sup>10</sup>. You'll need this to access the DreamTour site's key features. Simply register an account with us, providing a username and your email address.
2. **Leave a comment.** Eager DreamTour creators no doubt check back regularly to see their latest comments and, in case they forget, we send them an email whenever they have a new comment.
3. **Rate this tour.** By rating a tour you're saying, "This is great!" (Without committing to participate). (Of course, if you want to join at a later date, you can return to click "Count Me In!")
4. **Follow the progress.** Click on the "Follow" button (coming soon) to be alerted anytime that particular tour is updated (comments, ratings, count me ins)
5. **Feeling generous?** Another great way to participate is to "Share a DreamTour" through your favourite social networking tool. Tweet about it, post it on Facebook or write about it on your blog. All this and more can be easily done from the "Share" icon found in the right hand column of each DreamTour.
6. **[Browse around](#)**<sup>11</sup>. Use the "Map View" to see all DreamTours on a world map. Sort the DreamTours list by most popular, most progress, recently updated or newest.

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<sup>11</sup> [www.tourdafrique.com/dreamtours/browse](http://www.tourdafrique.com/dreamtours/browse)

## DreamTours... by the numbers

A glimpse at what's what in DreamTours so far...

<b>Most countries visited in 1 tour</b>	15
<b>Most distance covered</b>	10,000 km
<b>Roughest terrain</b>	Mountains & desert □ e.g. <i>"Tosor Pass - a dramatic climb above 3000m on rocky roads deep in the interior of Kyrgyzstan"</i> .
<b>Most intrepid tour</b>	Along the Congo River
<b>Shortest tour</b>	10 days
<b>Longest tour</b>	80 days
<b>Highest estimated cost</b>	\$15,000
<b>Lowest estimated cost</b>	Less than \$2,500
<b>Most exotic locations</b>	Kerala & Goa, Namibia's Skeleton Coast, Madagascar, Andean glaciers...
<b>Least distance per day</b>	70 km
<b>Most distance per day</b>	160 km
<b>Most luxurious</b>	Fall Colours Tour (gourmet restaurants & paved roads!), Venice to Lisbon tour (fine hotels along the Med)
<b>Smallest est. tour size</b>	8 people
<b>Largest est. tour size</b>	50 people
<b>Cool extras</b>	<ul style="list-style-type: none"><li>• Sailing</li><li>• "[W]atching the sun set on the Taj Mahal..."</li><li>• Eat in 3-star Michelin restaurants</li><li>• Visit UN heritage sites</li><li>• Hike the Grand Canyon</li><li>• "...[T]oast our accomplishment with a Singapore Sling at the timeless Raffles Hotel."</li></ul>

## Questions?

[DreamTours home](http://www.tourdafrique.com/dreamtours) ([www.tourdafrique.com/dreamtours](http://www.tourdafrique.com/dreamtours))

DreamTours [FAQ](http://www.tourdafrique.com/dreamtours/how-it-works/faq) ([www.tourdafrique.com/dreamtours/how-it-works/faq](http://www.tourdafrique.com/dreamtours/how-it-works/faq))

[Email the DreamTours team](mailto:info@tourdafrique.com) directly (we're Toronto-based, GMT -5)

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