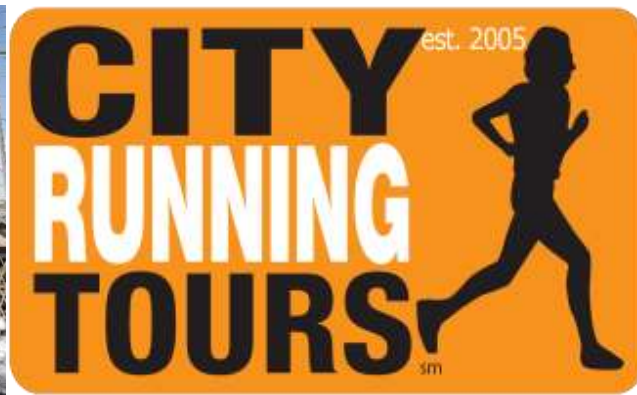


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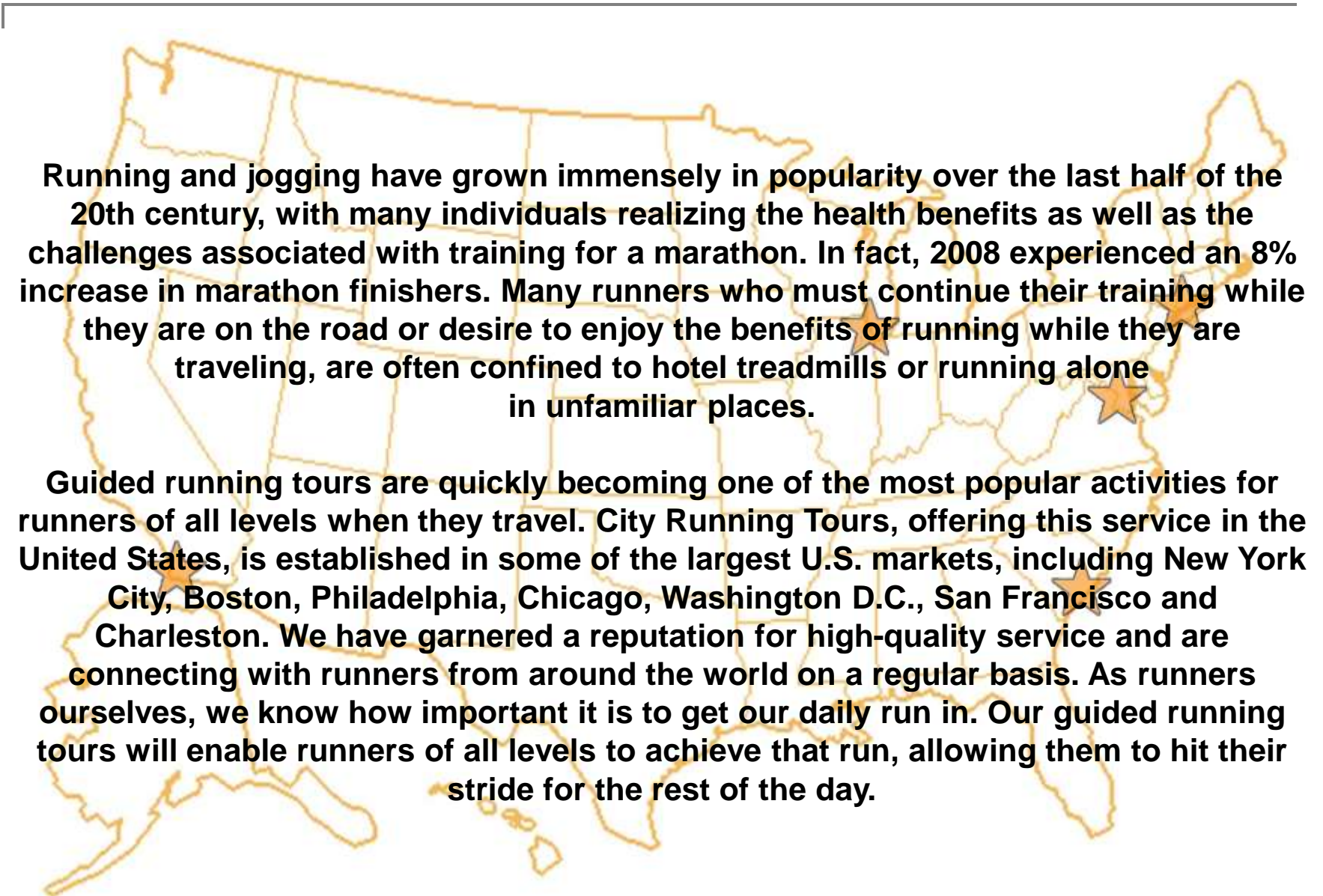
# CITY RUNNING TOURS



## GUIDED RUNNING TOURS

Boston • Charleston • Chicago • New York,  
Philadelphia • San Francisco • Washington D.C.

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**Running and jogging have grown immensely in popularity over the last half of the 20th century, with many individuals realizing the health benefits as well as the challenges associated with training for a marathon. In fact, 2008 experienced an 8% increase in marathon finishers. Many runners who must continue their training while they are on the road or desire to enjoy the benefits of running while they are traveling, are often confined to hotel treadmills or running alone in unfamiliar places.**

**Guided running tours are quickly becoming one of the most popular activities for runners of all levels when they travel. City Running Tours, offering this service in the United States, is established in some of the largest U.S. markets, including New York City, Boston, Philadelphia, Chicago, Washington D.C., San Francisco and Charleston. We have garnered a reputation for high-quality service and are connecting with runners from around the world on a regular basis. As runners ourselves, we know how important it is to get our daily run in. Our guided running tours will enable runners of all levels to achieve that run, allowing them to hit their stride for the rest of the day.**

# WHO WE ARE

City Running Tours is a team of running enthusiasts that provide an opportunity to experience a city in an exciting way. CRT offers runners a chance to exercise while learning about the history, urban myths, and unofficial landmarks of some of the great cities across the country. We are runners ourselves, so we understand how important it is to get our miles in.



CRT makes running an essential part of their clientele's daily routine, making it easier to get those miles in, no matter the city their lives take them to.

CRT clientele is a unique niche of people who depend on running. Without it, they wouldn't feel like themselves.

# WHAT WE DO

City Running Tours is ideal for runners of all levels and motivations. The business traveler tired of running on the hotel treadmill, the marathon runner training for a race, the family of runners looking to run together or the recreational runner with an urge to explore new and interesting routes. City Running Tours offers both group runs as well as personalized runs to specific landmarks, accommodating any athletic ability, style, or training regimen.

## **Personalized Runs:**

Clients choose how far they would like to run, what areas and sights they would like to see and we customize a run based on that information. There own personal running guide will meet them at their hotel to take them on their run. We run at their pace, provide water and bring camera in case they feel like capturing the moment. At the end of the run clients are returned to where they are staying and given a souvenir goody bag. These runs are offered 7 days a week all year long.

## **Group Runs:**

Our groups runs are set 5 - 6 mile routes throughout our cities. These runs are designed with stops along the way to accommodate all running paces. Each of these runs are connected with a local establishment to make the experience unique, ie. a specialty running shop where clients get fitted for shoes along with discounts or a local eatery or brewery where at the conclusion of the run the participants are entitled to brunch or pint of beer. Our groups runs are on weekends only all year long.



# COST BREAKDOWN



## Personalized Runs:

\$60 per runner for a run up to 6 miles  
\$6 each additional mile

Run Includes:

- Personalized Guided Running Tour
- Pick up and drop off service where client is located
- Bottle of SmartWater
- Complimentary Photos
- Souvenir Goody Bag with a City Running Tours technical shirt, samples of Bear Naked Granola, BodyGlide and much more!



## Group Runs:

\$20 per runner

Run Includes:

- Group Guided Running Tour
- Bottle of SmartWater
- Other amenities depending on theme of run\*

\* Beer Runs include a tour of the brewery and 1 pint of beer  
Running Shop runs include running shoe fitting and a discount to the shop  
Brunch Runs include a post run meal. Runners pay for brunch separately

# DEMOGRAPHICS

Since our inception in June of 2005 we have led over 700 runs with over 1000 people from 41 different states and 27 different countries.

## Breakdown by Age:

- + Under 20: 2%
- + 20 - 29: 15%
- + 30 - 39: 38%
- + 40 - 49: 35%
- + 50+: 10%

## Breakdown by Gender:

- + Female - 56%
- + Male - 44%

## Running Level:

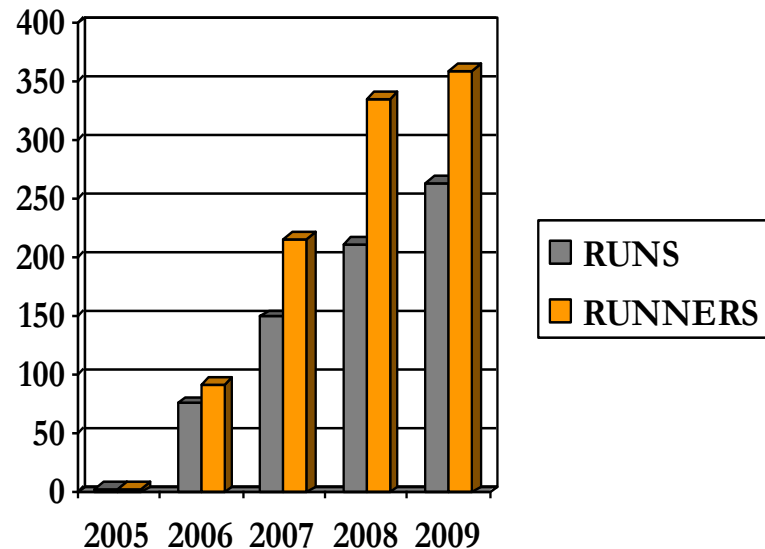
- + Competitive - 48%
- + Recreational - 52%

## Breakdown by Location:

- + Domestic – 54%
- + International – 46%

## Breakdown by Travel:

- + Recreation - 57%
- + Business – 43%



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# OPPORTUNITY

We are looking for hotels to build a relationship that embody the type of quality that is well respected within the running and fitness community and that City Running Tours stands for. Our goal through this relationship is to create a mutually beneficial partnership by providing a service that will add value to your hotel and make guests want to book a room.

We will provide a running guide who will meet your guest at the hotel and drop them off back at your hotel once the run is complete. There is no financial obligation on your part and because you are outsourcing with us, you are not liable for the runner on the tour. Our promise to you is that we will give your guests a true city experience while doing something they love, further enhancing their stay with you.

In providing this amenity for your hotel, we ask that you include City Running Tours materials and literature as part of your hotel offerings and descriptions. Direct your clients to our website where they can book their run and we will take care of the rest ensuring a great experience for your guest.



# OPPORTUNITY

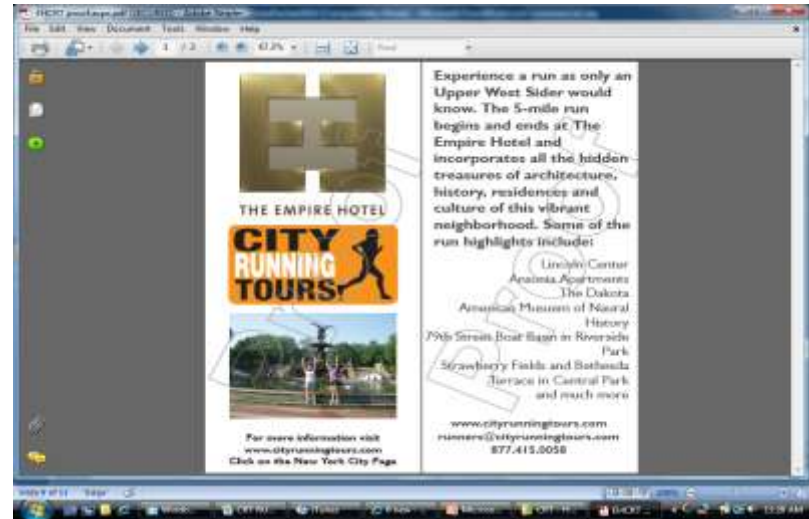
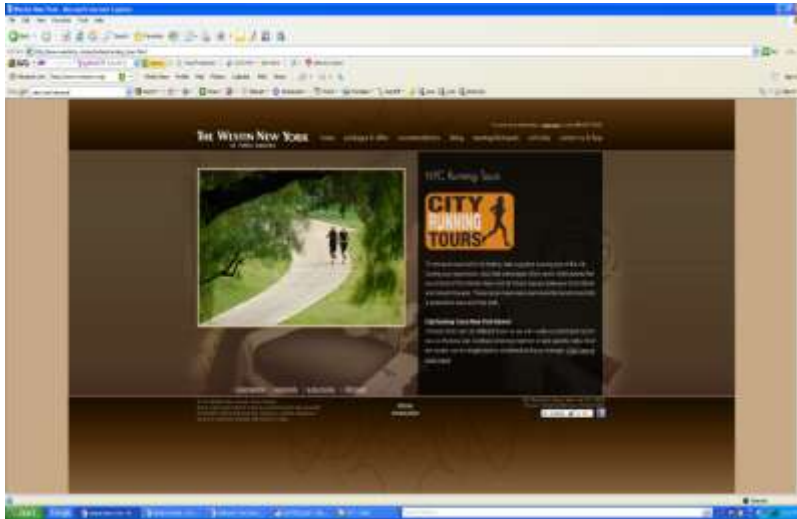


**City Running Tours will help promote by advertising the hotel as well as the spa services in the following ways:**

- + Through personal testimonials of the hotel to our clients through each run we lead.
- + Include information about the hotel fitness center and spa in our souvenir bags we give each client on a personalized run.
- + Providing links to your hotel website on the City Running Tours website.
- + City Running Tours will also include your hotel in any marketing strategies, as well as give mention in any press we receive.
- + Offer specific runs that both begin and end at the hotel.



# OPPORTUNITY



**In return, your hotel will provide the guest the option of signing up for a run with City Running Tours in the following ways:**

- + Your hotel will provide a link to the City Running Tours URL along with a brief description of the service we provide on your website.
- + Your hotel will include a link to City Running Tours website on the email confirmation sent once the room is booked.
- + City Running Tours will have a presence in the hotel through the in-room television channel, lobby signage and/or information pamphlets in each guest room.
- + City Running Tours will have the opportunity to educate your team of concierges of our services.



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# WHAT PEOPLE ARE SAYING

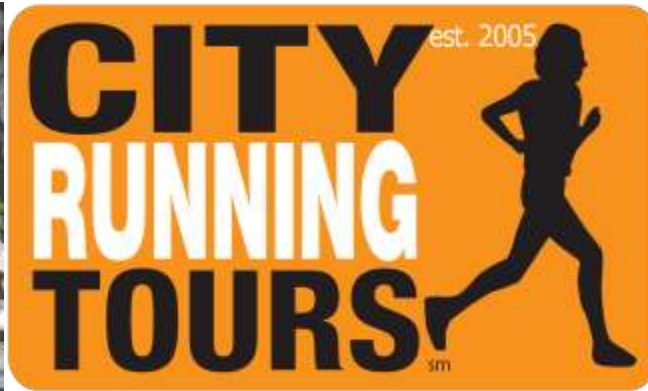
What a wonderful experience! I feel like I really got to learn about and experience New York from those who know it. I got to set the pace and enjoy. It is like going on a run with a well-informed friend. It is conversational, so I was not "lectured to" therefore the information learned was relevant to me. My guide took photos on our run that are now wonderful memories. I was met and dropped back at my hotel, so there was no chance of my getting lost. I received a goodie bag which included a great looking shirt that is actually a women's size, so it fits! I hope to be a repeat customer in the near future." – **Laura, Indiana**

+ "Great way to get introduced to DC - my guide easily matched my pace and was well informed and interesting! I always worry about fitting in a run while on vacation- this was the perfect solution. It was worth every penny." - **Laura, Wisconsin**

+ "My running tour in Chicago was worth my money as well as my time. My tour guide did a great job catering this tour to my needs. This was an excellent way to see the city and get exercise all for a reasonable price. Don't hesitate to try City Running Tours on your next vacation. Not only is the guide there to take pictures but he or she also carries you water in their own backpack. What a bonus!"  
- **Shelly, South Dakota**

+ "This was a highlight of our trip! It was a great way to start the day and see the city, while learning about it at the same time. Although we left the choosing to you, I liked that we had the option to choose the sights. Our tour guide was the best. He really enjoyed running and most of all knew a lot about the city and loved his job." - **Jennifer, California**





For additional information visit [www.cityrunningtours.com](http://www.cityrunningtours.com)  
For any questions contact [runners@cityrunningtours.com](mailto:runners@cityrunningtours.com)