



# Alternative Rewards

## CONTENTS

## DESCRIPTION

## HOW IT WORKS

## FAQS

### Redeem Reward Points Here!

#### **Program Description**

A few of our competitors offer awards to their customers, based on miles traveled or some similar criteria. The awards can be used to reduce the cost of a tour or to acquire some other benefit, such as an upgrade to a more expensive motorcycle, additional hotel nights before or after the trip, or a single room supplement.

We understand that some riders would like to travel with us but are reluctant to leave their mileage awards behind. We want to encourage riders who tour frequently to give Ayres Adventures a try. We believe that if they do, they will return to ride with us again.

To make it especially attractive for new riders to give us a try, we've designed an Alternative Rewards Program - a unique concept in the world of motorcycle touring. Through the program, we'll redeem rider awards offered by qualified competitors.

### Redeeming Awards is Easy!

#### **Here's How it Works**

If you're currently entitled to an award with a bona fide competitor, and if you've never taken a trip with us before, we'll apply your award toward one of our Adventures. We'll redeem your award on an equivalent basis so that you'll obtain its full value.

If you're interested in redeeming an award with us, send an email to [altrewards@ayresadventures.com](mailto:altrewards@ayresadventures.com) and let us know what kind of award you have and which of our trips interest you. We'll respond promptly to let you know the basis upon which we can redeem your award.

## What's the Catch?

### **Terms and Conditions**

There are a few conditions associated with this rewards redemption offer:

1. Your award must be unredeemed and must have been earned from a bona fide Ayres Adventures competitor that has had a documented frequent traveler award program in effect since at least 2008. We will be the sole judge of whether the award qualifies for redemption and its value.
2. Only one competitor's award may be applied to an Ayres Adventure. If you have multiple unredeemed awards, they may be applied to other Ayres Adventures booked at the same time, for example, our back-to-back African Adventures.
3. This is a limited-time offer that may be used on any of our trips which take place in 2010 or 2011 and which are not already fully-booked, provided the booking is made by March 31, 2010. This program will expire at that time.
4. You must provide proof of your unredeemed award. This may consist of a copy of an award statement, a copy of an award certificate, a print-out of a computer screen showing the award, or some other reasonable evidence.

That's about it. So, if you've traveled with our competitors and you need a bit more incentive to travel with Ayres Adventures, this should help.

# Q&A

**Additional Questions?**  
**Call or contact us at:**  
[altrewards@ayresadventures.com](mailto:altrewards@ayresadventures.com)

***My award is worth a significant discount on a specific one of your competitors' trips but you don't seem to have an equivalent trip. How will you redeem the award?***

We'll redeem the award in such a way that you'll realize the monetary value of the award when it's applied to our trip. For example, if your award entitles you to a percentage discount on a specific competitor's ten-day trip, but you wish to use it for one of our 17-day trips, we'll redeem the award in such a way as to provide a monetary discount that would be equivalent to the monetary discount you would have realized on our competitor's trip.

***What about an award that entitles me to additional free hotel nights before or after the tour?***

Those are easy. We'll provide the same number of hotel nights on any of our trips. You'll do especially well with this one, because our accommodations are usually significantly more luxurious than those of our competitors. For some examples, check out Cape Town's [Victoria & Alfred Hotel](#) used on our African Southern Cross and Namibian Splendors Adventures, or the [Libertador Hotels](#) that we use in Chile and Peru during our Escape to Machu Picchu, or the [Hotel das Cataratas](#) at Iguassu Falls. Take a look. You'll get the idea.

***What about motorcycle upgrade awards?***

We'll make sure that you receive the full value of that award, too. If your award entitles you to a motorcycle upgrade on any trip offered by a competitor, you can use it on any of our trips as well. If your award may only be used for certain trips, we'll calculate the value of the award and apply it to one of our trips.

***Is my award transferrable?***

No. The purpose of the program is to provide an incentive for riders who have traveled with our competitors and who have not yet traveled with us.

***My award has expired, but I would like to use it with you. Will you redeem an expired award?***

Yes, provided it meets the other conditions necessary to be recognized.

***Will I earn Ayres Adventurer Club Awards while on my first trip with you?***

Yes. You'll begin earning credits in the [Ayres Adventurer Club](#) program immediately.