

PINK®

ADVENTURE TOURS



MEDIA KIT

OVERVIEW

Since 1960, Pink® Adventure Tours has been thrilling visitors as the Premier Adventure Tour Company in the Southwest. Founded in Sedona, Arizona, the first Jeep® tour operator in the United States become known for its 'must do' adventure tours through Sedona's Red Rock country, Grand Canyon National Park, and Las Vegas. Herschend Enterprises acquired Pink® Adventure Tours in 2018, and Pink® expanded east to the Smoky Mountains in 2019.

Pink® Adventure Tours take guests to some of the most breathtaking panoramic views of Earth's natural wonders; all while expertly trained and entertaining local guides share secrets of our destinations' history, nature and geology. Pink® Adventure Tours welcomes more than 300,000 guests per year; guests are treated to superior customer service, environmental responsibility and a top-tier commitment to guide education and a passenger safety. Guests take home memories to last a lifetime. To learn more, visit pinkadventuretours.com.

WHY PINK?

After a trip to Hawaii with his wife, Pink® Adventure Tours Founder Don Pratt picked up an affinity for the dynamic color as it donned everything from uniforms to entire buildings at the Royal Hawaiian Hotel in Waikiki. Upon his return to Sedona, Pratt turned his penchant for pink toward his fleet of vehicles and the company's iconic namesake was born. That same signature hue is reflected in Pink® Adventure Tours' custom fleet of Mercedes Benz Sprinters and Ford Transit van.

OUR LOCATIONS

SEDONA

The foundation site of Pink® Adventure Tours, Sedona, Arizona remains the company's headquarters location and most recognizable adventure destination. The iconic pink Jeep® Wranglers have been seen roaming Sedona's back country for decades as visitors from across the globe come to experience the area's majestic red rock formations and Native American culture.



CONTACT PINK® ADVENTURE TOURS SEDONA AT

media@pinkadventuretours.com

GRAND CANYON NATIONAL PARK

In 2012, Pink® Adventure Tours opened its operations at Grand Canyon National Park, bringing visitors unparalleled access to one of Earth's most awe-inspiring natural wonders. Tours depart from Tusayan, Arizona, which is just south of the Grand Canyon National Park entrance. While on tour guests marvel at the panoramic views atop prominent vistas and fascinating points of historical interest—all described by local, knowledgeable guides.



CONTACT PINK® ADVENTURE TOURS GRAND CANYON AT

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LAS VEGAS

Known as one of the premier must-do adventures in the Southwest and exploring the natural side of Las Vegas, Pink® Adventure Tours Las Vegas opened its doors more than 15 years ago. Voted “Best Ground Tour” 7 years running by the Southern Nevada Hotel Concierge Association and 5-star rated by customers, these tours are made to impress. The tours are small and personalized seating only 6-10 guests per vehicle for a comfortable, small interactive group experience. The “Tour Trekker” was designed specifically for sightseeing and off-road adventures. Professional guides will escort guests throughout their tour sharing fascinating facts on the flora, fauna, geology and history. Pink® Adventure Tours is one of the few companies in Nevada to be issued off-road permits allowing travel to remote areas inaccessible to most and one of the few granted a certificate by the Nevada Transportation Authority (NTA) to conduct tours within the State.

CONTACT PINK® ADVENTURE TOURS LAS VEGAS AT

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GREAT SMOKY MOUNTAINS NATIONAL PARK

Pink® Adventure Tours expanded to the Great Smoky Mountains National Park in 2019. The expansion was the first under the ownership and guidance of Herschend Enterprises since its acquisition of PINK in 2018. Pink’s arrival also marked the first touring experience of its kind to the area. Offering tours “To See the Great Smoky Mountains in Whole New Way,” Pink Adventure Tours provides a number of touring experiences through the nation’s most visited national park, with each tour concluding with a thrilling off-road experience designed and created by Pink on private land—the first such attraction conceived and built by Pink® Adventure Tours.

CONTACT PINK® ADVENTURE TOURS SMOKY MOUNTAINS AT

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OUR FLEET

JEEPS

The company's iconic pink Jeep® vehicles are fully customized Wranglers, each fabricated in the Pink® Adventure Tours' eco-friendly service center. The vehicle overhaul takes nine weeks to complete, ensuring that each Jeep® Wrangler meets the top safety and environmental criteria. Every vehicle starts its day with a 30-point inspection and undergoes a rigorous 55-point service inspection once per month. The Jeep® Wranglers seat up to 9 passengers along with a tour guide enabling guests to enjoy a small group experience.



TOUR TREKKER

Luxurious yet rugged, the custom built Tour Trekker is the first-of-its-kind, high-end, all-terrain vehicle, designed and licensed to be THE ultimate tour vehicle. The Tour Trekker seats 10 passengers comfortably, while preserving a personal "small group experience." Each fully-loaded Tour Trekker offers guests a state-of-the-art designed interior that includes reclining leather captain seats, 15-inch DVD players, large tinted windows for unparalleled viewing, cross compartment A/C venting increasing passenger comfort and foam insulated walls for a quieter ride and superb climate control. The longer wheel base provides a smoother ride with dual rear wheels enhancing stability and safety. The Tour Trekker is powered by the Cummins 6.7-liter, high-pressure common rail (HPCR) engine and is considered the cleanest-burning heavy-duty diesel engine in North America.



MERCEDES BENZ SPRINTER

Guests of Pink® Adventure Tours will enjoy their journey to adventure in ultimate luxury. The company's fleet of Mercedes Benz Sprinters and Ford Transit vans make the day tours from Sedona to the Grand Canyon both effortless and enjoyable. The vehicles seat 10-12 guests in premium leather chairs that offer a relaxing contrast to the rugged adventure they will experience while hitting the trails in the pink Jeep® Wranglers.

OUR STAFF

GUIDES



Pink® Adventure Tours guides are unquestionably the best in the touring business. Besides being extensively trained, they are a lot of fun, passionate about their work and are responsible stewards of the land. But sharing knowledge is just a part of a tour guide's day. The guides are CPR & First Aid certified ensuring that the highest standards of safety are met and maintained.

CORPORATE RESPONSIBILITY

EXPERIENCE

With more than 58 years of operations in Sedona, Grand Canyon, and Las Vegas, Pink® Adventure Tours has more experience in the adventure tour business than any other company in the industry. Pink® Adventure Tours is permitted through the National Forest Service, the Bureau of Land Management, the Nevada Transportation Authority, the National Park Service and other land and government agencies to conduct tours on many trails and roads throughout Arizona and Nevada. Pink® Adventure Tours has sought and been granted all of the proper certifications, licensing and permits required by the states of Arizona and Nevada to operate their tours. Pink® Adventure Tours is the only tour company with Certified Interpretive Guides (CIG) and Certified Interpretive Trainers (CIT) on staff through the National Association for Interpretation (NAI). Interpretive Guide Certification requires completion of a 32-hour course within an extensive six week training program.

Pink® Adventure Tours is also the only tour company to use the Smith System® Professional Driver Training Program. Smith System® is the leading provider of collision avoidance driver training and delivers behind the wheel instruction to tens of thousands of fleet drivers every year.

ENVIRONMENT

Pink® Adventure Tours takes their stewardship of the land very seriously. Working closely with the Bureau of Land Management (BLM) Forest Service, and Park rangers, the guides keep on the lookout for damaged roads and situations that need to be reported.

Pink® Adventure Tours demonstrates the responsibility that comes with operating in some of the most beautiful places on Earth with a commitment to preservation, including maintaining, rebuilding and re-vegetating trails. These efforts have earned Pink® Adventure Tours environmental preservation awards such as the Keep Sedona Beautiful Award of Excellence and the Governor's Tourism Award on Arizona Preservation.

COMMUNITY

Pink® Adventure Tours has been a community leader for more than 58 years, supporting many local charities and events including the Sedona Taste, the Boys and Girls Clubs of Northern Arizona, the Sedona International Film Festival, the Sedona Marathon and Camp Soaring Eagle. Pink® Adventure Tours believes in giving back to the community where they work and live. They are all about being good corporate citizens and they have a long history of helping important causes.

THE LEADERSHIP

President

John J. Fitzgibbons, III

Media Contact

Billy Johnson

media@pinkadventuretours.com

Thank you for your interest in Pink® Adventure Tours

Please visit pinkadventuretours.com to explore the places we go in and around Sedona, Grand Canyon and Las Vegas. Read our company highlights and discover our vehicles, the Jeep® Wrangler, the Tour Trekker, the Mercedes Benz Sprinter, and the Ford Transit.

We have an informative media section on our website and a few helpful links. To view press releases and articles see our news page for Sedona, Grand Canyon, and Las Vegas.

For a photo archive, please visit pinkadventuretours.com. For additional requests on high resolution photos (media requests only) please email marketing@pinkadventuretours.com.

To learn more about visiting the Southwest and the adventures we uncover in this beautiful landscape, visit our destination specific Adventure Travel Blogs at <https://www.pinkadventuretours.com/blog/>

- Sedona
- Grand Canyon National Park
- Las Vegas
- Smoky Mountains National Park

Check out our YouTube Channel to see our award winning tour videos and more at youtube.com/pinkjeeptours.

SUGGESTED QUESTIONS

- What sets Pink® Adventure Tours apart from other tour companies?
- What type of training do the guides undergo?
- What does a "U.S. Forest Service Permitted Company" mean?
- What is the significance behind being the oldest continuously operating off-road company in the United States?
- Why PINK®?
- What kind of groups can Pink® Adventure Tours accommodate?
Is there a limit to the number of people that can go?
- What importance does the environment have to an off-road tour company like Pink® Adventure Tours?
- Do you offer customization options to any of your tours?
- Who are your primary customers?
- What type of modifications does the stock Jeep® Wranglers undergo to become Pink® Adventure Tours vehicles?

KEY REASONS WHY PINK® ADVENTURE TOURS HAS BEEN SO SUCCESSFUL

- Our tours are small and personalized, seating up to 10 guests per vehicle on each tour.
- We are one of the few tour companies in Las Vegas to hold off-road permits, allowing us to travel to remote areas inaccessible to most.
- We own the largest fleet of luxury off-road vehicles, all pink... of course!
- Our Sedona, Grand Canyon, Las Vegas and Smoky Mountain offices train and employ the largest company of professional tour guides.
- Some of our guides speak multiple languages: French, German, Spanish, Japanese, Italian, Portuguese and Mandarin.
- Our prices are competitive and we offer industry rates.
- We have an impeccable reputation in the industry.
- Most of our tour guides are Certified Interpretive Guides (CIG)
- All tour guides are Smith System® Driver Certified.
- We have a proven track record and a worldwide "Brand Name", originating from our home office in Sedona, Arizona.
- We are the longest running and largest off-road tour company in the country.

PINK[®]

ADVENTURE TOURS

**EXPLORE
WITH US**[®]

PinkAdventureTours.com