



### What makes us different?

The diversification of markets has given way to segmentation in tourism, creating a very clear distinction between what we could call mass tourism and alternative tourism. We at Urban Biking offer active tourism, which, according to the Argentine Institute of Normalization and Certification is defined as "Travels that have as their main motivation recreational tourist activities in direct contact with nature and cultural expressions in a sustainable way, with the attitude and commitment to learn, respect, enjoy, and participate in the protection of the natural and cultural patrimony of the visited site(...)."

The Urban Biking mission is to respect and protect our tangible and intangible cultural patrimony.

### Bike touring as a form of vanguard tourism

Just as in the early twentieth century, Surrealism, Dadaism and Futurism represented the painting and literary vanguards, the creation of bike touring activities in December 2001 and the design of circuits in the city of Buenos Aires also meant being at the vanguard in the development of active urban tourism.

Today, with our added experience, we are in a condition to certify the quality of our services and we are undoubtedly among the pioneers in active tourism. We, the creators of bike tours in Buenos Aires, are a leading company in quality of service and a model organization, as well as an exemplary case study in universities. We are proud to be in a position of deserved acknowledgment and we will continue to be on the vanguard - at least within our possibilities - of the construction of new experiences and new realities.

### Avoiding the perpetuation of cultural stereotypes

At times some of us ask ourselves what type of Argentina we would like to build and promote, how to do it, and why. The possible scenarios are infinite. But with so many possibilities, why is it that there are so few innovative ideas for local tourism?

There are many people and companies who just want to earn a buck and reinforce an inflexible stereotype of Argentina by selling tango shows, gaucho parties and soccer packages.

Only a few of us who are interested in the diversification of the tourism offer new experiences, the sharing world views, interaction with our clients and the break down the "established" standards through the creation of new concepts in tourism. We break the mold and opt to show visitors the Argentina beyond the stereotypes of soccer, tango, gauchos and tasty meat.

### The tourist vs. the traveler

If we were to give into bogus stereotypes, it could be said that the majority of tourists are not interested in interacting with the environment they visit, but rather in generating a physical displacement that allows them to see another place while maintaining their routine with a minimal dose of awareness. However, there exists another segment of tourists called *travelers* - people who are genuinely interested in being a part of the culture of the places he or she visits.

The essence of what we offer is aimed towards these eager travelers. We strive to fulfill their needs and curiosity by providing the imperceptible, the intangible and quality through extra details and added touches.

Just as a visitor can choose between being a tourist or a traveler, we can choose to provide vanguard active tourism or to simply go mainstream with conventional tourism. We at Urban Biking opt for the former, which is to provide "an experience of human interpretation."