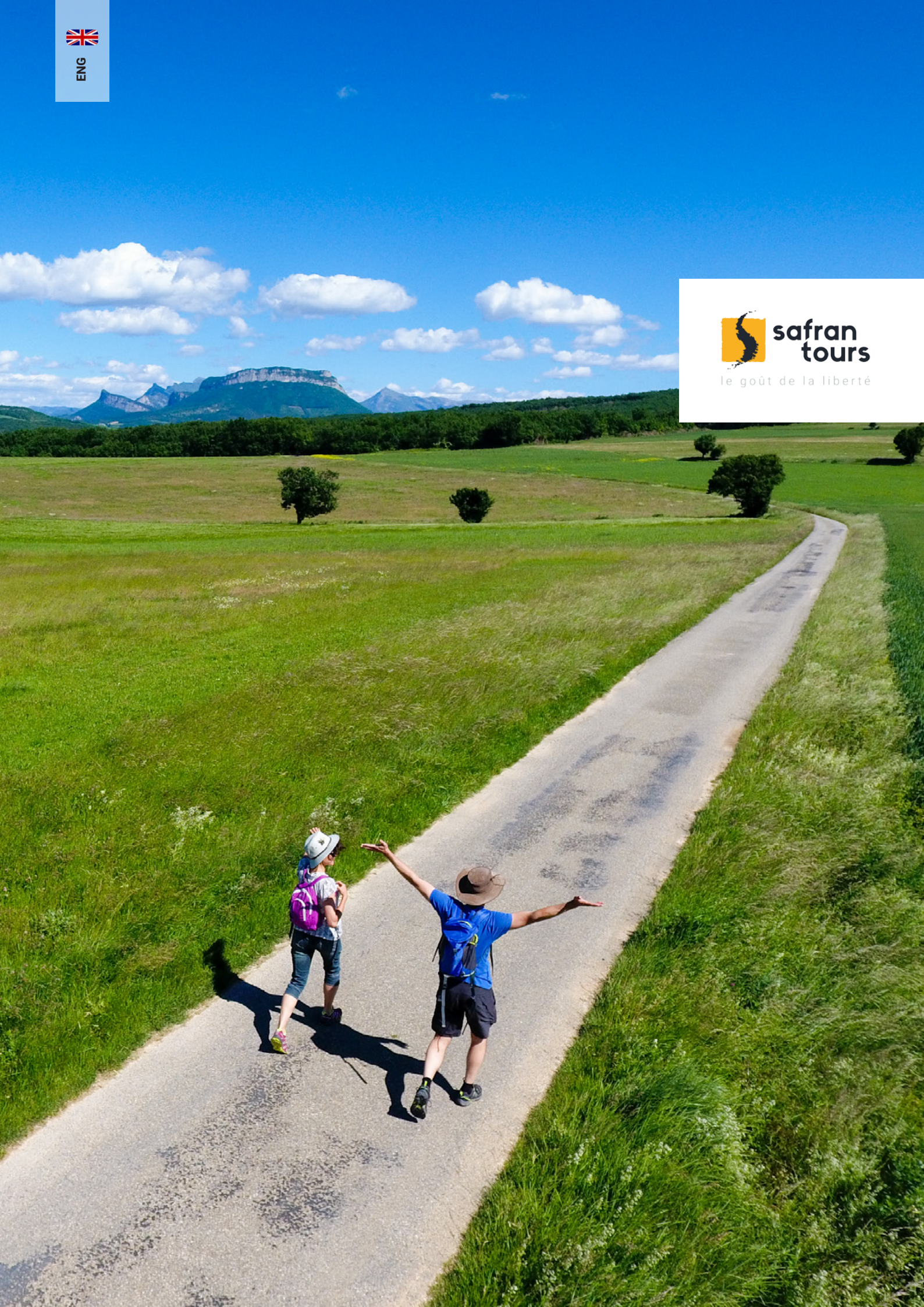




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le goût de la liberté





HERVÉ, THE FOUNDER, AND HIS SON YVANN, CONTINUING THE TRADITION AT HIS SIDE.



Hervé

25 years ago I launched Safran, yet today it still feels like the adventure has just begun!

From the start, the aim was to create a new type of getaway. One that corresponded with both human and environmental needs.

To work towards the development of out-of-season holidays, which inspired our choice of the name. Safran (saffron in English) is culled from a crocus flower that blooms from Autumn to Spring.

To get off the beaten track, preferring little-known corners of the Drôme and Ardèche departments to the grand but teeming sightseer attractions of France.

To create holidays suited to different needs. Yes you can: go rambling without a guide, in the company of friends, your partner, your family...

Encouraging self-reliance, so your holiday experienced is at your own rhythm, and you decide what you want to see and do to augment your reality! The very essence of a free-as-you go holiday.

And then we thought, why not broaden the framework? As with walking holidays where your baggage is taken care of, we then provided the same services to cyclists, ramblers with a donkey, families rumbling along in a gypsy caravan, and friends paddling their own canoe.

We took a broader point of view, realising each beautiful region of France held opportunities for exploration and discovery.

As at every hilltop, far off, there's a new horizon. The opportunities seem endless. And 25 more years might well be insufficient to discover all these new territories.

Yvann writes about the everyday wonder he feels in his work.

Yvann

Dad passed on to me a taste for what is real and authentic in discovery and encounter. That is what we are about, and it's a challenge for the future to keep it so in a world where going faster means getting falsier!

The two of us share the same satisfaction in conceiving and developing tomorrow's special holidays for those who are looking for an escape from stress, a time of freedom, a moment of conviviality and the enjoyment of simple pleasures.

Adventure is just through the door for those who care to open it. To discover the sights, scents and sounds of this lovely world of ours. To learn and identify what is beautiful in nature, capable perhaps of soothing the troubled brow of daily concerns. To travel deep into a countryside that is part of our heritage.

Leaving ephemeral footsteps where we pass, but whose trace lives on in our hearts.

Hervé et Yvann.



SAFRANTOURS

“A taste of freedom”

A self-guided holiday means you travel at your own pace with leisure to enjoy the scenery, meet local people, and have the time to stand and stare.

MORE THAN 25 YEARS OF SAVOIR-FAIRE

Hervé Baussanne founded Safrantours in 1993 with the ambition of sharing his personal passion for travel and exploration with a discerning public. To ensure the quality of the holidays he was to offer, his approach was to explore in person the best trails and paths, in the most beautiful regions of France...to seek and find the finest itineraries, accommodation and services that would make a Safrantours holiday the experience of a lifetime.

The Safrantours team grew and evolved over time, gaining increased experience and know-how, and improving the range and quality of holidays by paying particular attention to client feedback.

WHAT'S A SELF-GUIDED TOUR ?

- it's giving oneself the opportunity to be an actor of his journey
- it's choosing the people you want to travel with
- it's discovering according to your desires and at your own pace
- it's to travel day by day, to live an adventure with your loved ones and to find the pleasure of sharing
- it's to free oneself from the constraints of the journey



FREE AND INDEPENDENT

Safrantours is a family travel agency run by an enthusiastic team of travel and adventure lovers. As an independent firm, we are the conceivers, creators and actors of each and every holiday we propose. From A to Z.

This gives us the freedom to choose every path and partner we engage, for the greater pleasure of our travellers.

WHAT IS A SELF-GUIDED HOLIDAY ?

This is a holiday without accompanying guide.

You set off by yourself, in a couple, as a family or with friends along itineraries that we have personally travelled and tested in fine detail.

Our job is to take care of all the background logistics, leaving you free to holiday in total simplicity!

Choosing a free-as you-go holiday means you can:

- play a central role in your journey
- choose the people you want to be with on holiday
- decide what you want to see and do along the way, at your own rhythm
- take each day as it comes, holidaying with those you care for from day as you enjoy the pleasure of sharing
- be free of the tiresome constraints of travelling...

...BECAUSE WE TAKE CARE OF :

- booking all the accommodation necessary
- producing detailed roadbooks and dedicated waymarked maps
- carrying your luggage between stopovers
- all requisite logistical support
- bike hire (as appropriate)
- 7/7 assistance for any snags you may encounter during your holiday





A FAMILY HOLIDAY AGENCY

We believe our family holidays should take into account what families really want, whilst remembering any constraints they may have.

So we make sure that itineraries are adapted to the needs of children in terms of both level of difficulty, and intrinsic interest. We apply the same criteria to the choice of accommodation, our aim being always that kids have as much fun as their parents!



A DYNAMIC, RESPONSIVE TEAM

Unlike the giants of the holiday industry, we remain a close-knit, friendly firm...which doesn't stop us from being efficient and professional!

Safrantours means seven people whose aim and concern is to make beautiful, unforgettable holidays for our clients, and also to maintain sustainable relationships with our trusted partners.



OUR SPIRIT



Safrantours was set up around simple values, respectful of the human beings and their environment.

→ **Sharing. Safrantours holidays are times you will love to share, with family and friends, or just the two of you...**

Nothing should get in the way of an enjoyable holiday break. We feel it's essential to adapt our circuits to suit individual needs. That's why we pay particular attention to the level of difficulty and appropriateness of activities to reflect your wishes and capabilities, whatever your age.

We have our hearts set on sharing with you our vision of and enthusiasm for intelligent, liberating travel.

→ **Discovery. It serves no purpose to walk a thousand miles if you don't first waken your senses...**

Safrantours holidays are born of our finest explorations. Adroit blends of major sights and secret places, our routes reveal abundant marvels and mysteries. We carefully conceive original itineraries that offer travellers a unique progression adapted to their needs and desires. Quite simply.

→ **Respect. Travel humbly to see the world with new eyes.**

We believe in the development of a tourism that brings together people and their environment. That's why we favour low carbon footprint means of transport...what finer or gentler way of discovering new worlds than at cycling or walking pace?

→ **Quality. None of this would be possible without the good relations we enjoy with local players...**

Over the years we have developed close and lasting links with our different suppliers. This enables us to ensure the quality and reliability of service provision throughout our holidays.

→ **Simplicity and authenticity. Learning how to distinguish the wonderful in the ordinary**

Far from go-fast tourism you'll rediscover the taste of simple things... at every turn, the radiance of Nature, the warmth of a genuine welcome, and a heritage that speaks volumes await you...

→ **Diversity. There is something to suit all tastes**

One of Safrantours' priorities is to propose a range of accessible holidays to match the aptitudes and wishes of all. From the Alps to the French canal network, the Brittany coast of Armor to the Gorges of the Ardèche, the list is indeed long and varied.

There is so much diversity in the regions of France – let's make the most of it!

KEY FIGURES



1

AGENCY

7

PASSIONNATE

25

**YEARS OF
EXISTENCE**

65

TRAVELS

350

**PARTNERS IN
FRANCE AND
EUROPE**

3000

**KM OF
PEDESTRIANS
TRAILS**

7000

**KM
OF BIKE
ROUTES**

25000

**SERVICES
PROVIDED**



#SAFRANTOURS





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