

**BIZ EDGE :: DANIELLE CAMERON**

## Pursuing life's passion

Tod Caton founded Backside Tours with inspiration and courage



**READY TO TAKE ON THE WORLD:** *Tod Caton is revolutionizing the group tour industry.*  
—Photo courtesy of Backside Tours

Tod Caton is a man with a passion for travel and adventure, and he's not afraid to live his dream. He now resides in Kimberley with a very successful company, Backside Tours, which he co-owns with general manager Neall Alden. Now in its ninth year, the company has been growing exponentially and Caton is excited to plan for the future.

"We're basically a group tour operator," said Caton. "Ski and snowboard group tours are our bread and butter but we've branched out into golf and surf; we're even into white-water rafting for some of our corporate groups as well. The golf and the smaller group stuff for some of our corporate clients are recent developments."

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