

**Bunnik**  
Tours



**Supplier**  
Kit



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# **Section 1**

## Company Information

# Bunnik Tours History

Bunnik Travel was established by Marion Bunnik in 1994 with her two sons, Dennis and Sacha. The business started as a retail travel agency in Adelaide, specialising in European and around- the- world holidays. In 2003, Bunnik Travel became the first 3-time winner of Australian Travel Agency of the Year at the National Travel Industry Awards.

That same year, Marion saw a gap in the touring market and Bunnik Tours was launched with 46 departures across 15 different tours.

Today, Bunnik Tours has grown to over 70 staff in Australia and 30 staff in Sri Lanka and now offers 60 different tour itineraries and over 600 scheduled departures per year.

Despite our rapid growth over the years, we have always stayed true to our strong family values - customer service, unique experiences and itineraries and value for money. These are the key factors that govern our daily actions and drive the company's astonishing growth.

## Marion, Dennis & Sacha Bunnik



**Pictured:** The Bunnik family in the 1970's



# ***At the very core of our company is the Bunnik family and our desire to share our love and passion for this incredible planet and its people.***

Guiding us through this journey are two firm beliefs:

- That everything we do should be, first and foremost, about the client experience and,
- That tourism, when done correctly, can be an incredible force for good. We therefore have a responsibility to ensure that we benefit the communities we visit.

With these guiding principles in mind, we create small group tours that connect people, places and cultures. In doing so, we help break down barriers, create life-long memories and ensure the benefits of tourism are enjoyed by all.

**We call this travelling the Bunnik Way.**

## **How We Do This**

- By designing tours that capture the essence of the places we visit.
- By having the client experience at the heart of every decision we make.
- By ensuring our tours have the right balance between organised sightseeing and free time so that clients can explore independently.
- By ensuring we have the best Tour Directors who are true ambassadors of the places we visit and of our philosophies.

# Our Unique Selling Features

**Bunnik Tours stands alone in the Australian marketplace.**

Our key points of differences are:

- Small groups (ranging from maximum 12 to 20 guests).
- Many tours include airfares from Australia.
- All tours are designed specifically for the Australian market and are currently only sold in Australia.
- Tours include the right balance between organised touring and free time for independent exploration.
- Touring concepts include our classic style, In-Style and short tours (generally land only tours).
- Limited or no optional extras – all important sights are included.
- There are usually at least 50% more seats on our coaches than the group size – meaning there are always empty seats on the coach, except in some destinations where this is not logistically possible (on safari in Africa, for example).
- All itineraries have multi-night stops.

**Our core philosophy is to provide our clients with unique and memorable holiday experiences that exceed their expectations.**



# Where We Go



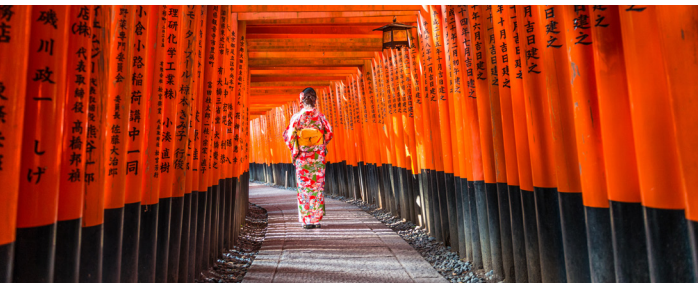
Europe



South & Central America



Africa



Asia



Egypt & the Middle East



Australia

# Our Core Promises

It is important to understand our core promises to our clients. These are the minimum standards that should form the basis of every Bunnik Tour.



## Small Groups

Small group sizes are our biggest competitive advantage in the Australian market. The maximum group size on many of our tours is 20 people, 12 in Africa, and 16 on our In-Style tours.



## Unique Itineraries

Our tours are designed to capture the essence of the countries we visit. This means not just visiting the main sights – it means getting off the ‘tourist track’ to see and experience what the country and its culture is really like. This can include experiences unique to a country or region or spending time with a local family.

It’s important that all tours offer a ‘point of difference’ compared to our competitors. All important sights must be included with only ‘secondary’ sights or activities offered as optional.

All tours must include an element of ‘free time’ for clients to explore and discover on their own. For this reason, not all meals are included.



## Value For Money

Bunnik Tours may not be the cheapest, but we offer the best value. In many cases, offering a total air and touring package ensures clients get the best value for money. Bunnik Tours does not cut corners, and we do not accept our suppliers cutting corners to reduce costs – what has been promised to the clients must be delivered.



## The Best Tour Directors

The tour directors are our ‘brand ambassadors’ and should be professional at all times. They should be fully briefed and given the resources and support necessary in order to deliver our core promises.

It is essential that you understand the needs and requirements of Australian travellers. Please see the section Our Travellers for cultural information.



## Empty Seats

We all know that wonderful feeling when you board a flight and discover the seat next to you is empty. Our clients experience this feeling every day onboard our coaches.

# **Section 2**

## Product Expectations

# Product Expectations

As a chosen supplier of Bunnik Tours, you will need to work closely with our Product Department. Through this partnership, we can build a strong working relationship which will allow us to grow the market together and expand the current Bunnik Tours product range as much as possible.

Below is a list of the minimum standards we require from all our suppliers when dealing with the Bunnik Tours Product Department.

## Itinerary

- Unique and interesting, with a balance of authentic experiences per tour - think about current trends or cultural exchanges that are mutually beneficial to both our clients and the locals (e.g., dinner with a local family).
- Based on 2-3 night stays where possible – area must have sufficient interest for 2 night stay.
- Include the right balance between touring and free time – please provide approx. start and finish times of sightseeing (free time should be programmed in places where people can roam and explore by themselves).
- Zero or minimal sightseeing on the first and last days (not ideal after long-haul flights).
- No long travel days – no more than 5-6 hours where possible. If there is a need for a long travel day, offer plenty of breaks and if possible free time the next morning/day.
- Relaxed pace – remember who our clients are and consider a pace that they would appreciate (e.g., don't try and squeeze 3 hours of sightseeing into 1 hour).
- Not all meals should be included – this can take away from sightseeing and offers no chance for self exploration.
- Start and finish cities must be reasonably accessible by air to suit our air & land package model, or to be convenient for clients who want to join as a land only tour.
- Logic test... does the 'flow' make sense – no backtracking and/or dead legs?
- Include all must see attractions.
- Less optional activities – optionals to be sightseeing/or activities that not all clients would want to engage in (or that would add too much cost to the per person cost e.g., helicopter flights, zip lining or hot air ballooning).
- Over-tourism occurs all around the world, our itineraries, group sizes and experiences are to be designed so we leave little footprint and make sure all places & communities visited are benefitting from our touring.

# Accommodation

- 3-4 star accommodation – clean and comfortable.
- Breakfast to be included daily.
- Good, central and safe location where applicable.
- Walking distance to restaurants and sites of interest.
- Be wary/on top of renovations/maintenance that could disrupt client's stay.
- All clients have the same room category confirmed – no different room types between group members.
- Consistent room standards between all hotels in a tour.
- Character accommodation – no chain hotels like the Hilton/Sheraton where possible – try to use smaller, boutique hotels.
- Porterage to be included where available and not ridiculously priced.

# Transportation

- All about client comfort – air conditioning, clean windows for photos etc.
- Transport safety is essential – working seatbelts, well maintained vehicles
- Spare seats – approximately 50% for example:
  - 6 pax – 12 seater vehicle
  - 10 pax – 18 seater vehicle
  - 20 pax – 30-40 seater vehicle
- Size of vehicle and number of extra seats may be determined by local conditions (e.g., length limits on the Amalfi Coast, smaller vehicles to negotiate difficult/tight roads and alleys in Cusco).
- Africa – 7 seater safari vehicles are used. Only 6 seats are used in order to ensure all clients have a window seat.
- Size of vehicles quoted is always to be advised when sending contract rates.
- Enough room for baggage – needs to fit under the coach or in the back, but covered correctly with no baggage loose on the top or loose in the back of a vehicle.
- Photos of outside and inside the vehicle to be sent to Product Department.
- A variety of transport to be incorporated where possible so it's not just coach touring.

# In-Style

**In addition to the above, when designing an In-Style concept tour, the following also must be considered:**

- 5 star accommodation throughout (or best available in a location where 5 star is not available).
- Character or iconic hotels to be used where possible. If no other option is available than the hotel that is used in the regular Bunnik Tours program, then a higher room category is to be requested where possible.
- Enhanced touring and sightseeing experiences that will be particularly memorable (not to be the same as the regular Bunnik Tours itinerary and needs to include 5 star experiences that will be particularly memorable and unique to the destination. These experiences need to be opulent in nature e.g., all inclusive luxury rail journeys, luxury cruises, high teas etc.).
- Luxury transport to be included where possible – luxury trains in Peru, deluxe Nile cruise boats in Egypt (consider using VIP or deluxe coaches where available).
- Fine dining experiences to be included where possible – again, different experiences than the regular Bunnik Tours touring program.
- Drinks to be included with featured lunches and dinners.
- Smaller group size for enhanced experience and comfort, usually max 16 pax (and 12 pax in Africa). Also gives clients the perception that the tour is more exclusive.



# Special Experiences

Bunnik Tours likes to include on every tour, a special experience – something that is local and unique to the country visited. An experience that can only be done with a small group. This is about immersing our clients into what the country is all about, whether that is cultural, food, a 'hands on' experience – cooking lessons or story telling with a local. It does not have to be expensive, just something that sets us apart from our competition.

You are the local experts, so Bunnik Tours expects you to continuously make suggestions to enhance the itineraries that we offer our clients. This makes for a better product and therefore a better holiday experience for our clients.

Please collaborate with the Product Design Specialist regarding the above and advise of any local conditions or situations that may impact the order of a tour itinerary.



# Communication

Good communication is incredibly important. Please apply the following guidelines when dealing with any questions or requests from the Bunnik Tours Product Design Specialists:

- Please ensure all product questions are answered and/or acknowledged using clear and concise English within 1-2 business days so we know the email has been received and is being actioned.
- It is essential that the Bunnik Tours is kept informed of any changes to the itinerary or sightseeing at all times. Please provide the Product Design Specialist with a clear explanation of why the change is necessary so we can understand the reasons for the change and can advise our clients when required.

It is important to maintain open and honest communication channels between suppliers and Bunnik Tours in order to work together as effectively as possible. As it is not always possible to meet face to face, there is an expectation that the Product Design Specialists actually speak to you as our supplier at regular times during the year, rather than just contacting via email. This will also greatly assist relationship building and foster trust between both parties. This could be via phone or a Teams or Zoom meeting.

# Prices

When dealing with the Bunnik Tours Product Department, please ensure the following guidelines are applied to all questions relating to price:

- All costs provided to Bunnik Tours should always be your best possible price the first time around. We should not have to negotiate with you for the best price to be provided.
- All costs provided should always be in the most favourable currency.
- Year on year costs to be kept to a minimum and explanations as to why increases have occurred.
- If there are any changes after a contract has been provided, Bunnik Tours needs to be advised immediately and clear explanations given as to why the change is necessary.
- If deposits or pre-payments are required for any aspect or service included in an itinerary, this is to be advised early in the quoting/contracting process and discussed with the Product Design Specialist to ensure that this is manageable.

# Allocations

In order for Bunnik Tours to sell our products to clients, we require you to secure room allocations at our preferred hotels. Our Product Specialist is to confirm the amount of rooms and configurations at the time of initiating the tour creation.

We understand that sometimes the quoted hotel in the price package is not available. When this happens, it is your responsibility to find suitable alternative accommodation at NO extra cost. Even if a hotel is waitlisted, it is crucial to have an alternate hotel of similar cost and standard confirmed in case it is not possible to confirm our preferred hotel.

Should you not be able to find an alternative hotel within the price range, you need to seek approval from the Bunnik Tours Product department and any supplement or reduction in cost is to be advised.

At no time can a group be split between different hotels. Each group must be accommodated in the same hotel and all clients are to have the same room category confirmed – no different room types between group members.

Any hotel changes after the original contract and allocations have been provided always needs to be advised and approved by the Product department.



# **Section 3**

Operations  
Expectations

# Operations Expectations

The Bunnik Tours Operations department serves as the link between various internal departments and external suppliers with our clients. The team are responsible for the processing and finalising of all Bunnik Tours products.

As a department, we make delivery promises to both internal departments and our clients/agents. This includes (but is not limited to):

- Documentation to be released 4 weeks prior to departure from Australia (where possible avoid multiple sets of documents being sent to clients due to changes in accommodation, flight itineraries etc.).
- Additional service requests (pre, post, independent and extensions) to be confirmed back to the client within 2 business days of sending the request to our supplier.
- Invoices are checked, processed and paid by our accounts department 3 weeks prior to tour departure from Australia.
- Private touring quotes (itinerary details and costs) are provided to clients within 3

We, as a team, will always endeavour to fulfil these delivery promises.

To enable us to deliver on our promises to internal departments & Bunnik Tours clients, to stay competitive, not just on price, but also on service, knowledge and quality, the Bunnik Tours Operations department requires the following commitments from our suppliers:

## General Communication

- We expect replies to Operations emails within 1 business day answering all queries/questions in clear, concise English.

## Additional Service Requests

- We expect a 1 business day turn around on all requests for quotes/bookings. Where this is not possible, then this should be communicated to the Operations department immediately.
- Always offer alternatives (to hotels/itinerary) if the requested services are not available.
- Always reconfirm the price of the services, and if any reductions/supplements are applied.
- Always advise if deposits are required and provide an invoice for payment.

## Finalisation

The Operations department begin the finalisation of Bunnik Tours products 60 days, (unless advised otherwise), prior to departure from Australia. At this point, we will release any unused allocations and send through a passenger list, including client names, passport information, additional client requirements, flight information and re-confirmation of all additional services.

We expect a reply or acknowledgement of our email within 1 business day.

Within 2 weeks of receiving the passenger list, we expect to receive the below information to ensure our documentation is released on time and the information provided to our clients is correct:

- Confirmation of itinerary, inclusions and accommodation. The itinerary only needs to be sent for the first departure of the season, for the remainder of the season, we expect if any changes apply, you will advise us immediately.
- Confirmation of internal flights and rail sectors (if applicable).
- Confirmation of guide(s) name and contact phone number.
- Confirmation of vehicle size.

Always advise Bunnik Tours of any changes to the tour that takes place after final confirmation has been sent. Please be conscious of our promise to release documentation 4 weeks prior to tour departure. Where possible, please advise Operations department of changes prior to this time.

Invoices should be sent to the Operations department 3 – 4 weeks prior to the groups departure from Australia. All invoices need to be clear and concise. All arrangements booked other than the standard tour arrangements should have the client's name or booking number (appears on the request) clearly attached to it.

If urgent payments are needed, Bunnik Tours requires at least 2 business days to process and pay the invoice.

# **Section 4**

Requirements  
of a Tour  
Director

# Professional Standards

Our Tour Directors are our 'brand ambassadors' and are also the ambassadors for the country or city they represent.

Australians are relatively easy-going and friendly people. They expect their Tour Directors to be the same. Professionalism is important, but so is the ability to share a joke and have fun.

The following list details the minimum standards required of Tour Directors, and please also familiarise yourself with our separate Tour Director Manual:

## Be On Time

The Tour Director needs to arrive at least 10 minutes before they are meant to arrive for all departures and meeting points. The Tour Director sets the standard for the group to follow. Please ensure you provide the Tour Director with the Bunnik Tours signs, especially for airport pick-ups, as it is very important that clients can easily identify them.

## Have A Plan B

Things can go wrong – weather, floods, heat, traffic, security issues and breakdowns. It's how the Tour Director handles these things that determine the difference between a good Tour Director and a great Tour Director. It's important the Tour Director always has a Plan B so that disruption is minimised, and clients are informed and looked after.

## Group Dynamics

Group dynamics are very important as they ensure clients have a good time and are accepting of the small things that may change on tour.

## Keep Them Informed

Our clients like to know what is happening – even if they need to be told more than once! At the beginning of each day, the Tour Director should explain the schedule of the day. At the end of each day, they will also need to explain what is happening tomorrow and what time the group needs to meet.

## Managing Expectations

As mentioned, our travellers like to be kept informed. If they know the reason why, and are kept informed, then they will generally accept many of the little inconveniences of travel.

## Tour Pace

Here, you may also like to read the section on fitness level. The Tour Director needs to tailor the pace of the group correctly.

Any client with mobility issues who is slowing down the group will have a negative impact on the rest of the client's enjoyment of the tour. This should be managed by the Tour Director and could include suggesting they stay back instead of participating in long walks or strenuous activities. In severe cases, the Tour Director should contact you, as our local supplier, or contact our office.

## Meals

Australians will generally eat a large breakfast, small lunch and a large dinner.

Lunch, whilst small, is important and time should be allowed for lunch between sightseeing. This could be as simple as a stop at a local bakery. The lunch stop should be sometime between 12 and 2pm. If it is going to be later than this, the Tour Director will need to inform the group, as they will want to buy a snack (or they may start complaining).

Australians have a dislike for a class system and consider all people equal. As such, they may ask for the Tour Director and driver to join them for meals. There is no obligation, but the Tour Director should explain to the clients that the driver does not feel comfortable as they do not speak English, for example.

## Suggestions

The nature of our tours means that clients will have free time for independent exploration and also some meals. It is essential that the Tour Director provides clients with suggestions on what to see and do or where to eat. Tour Directors are not expected to accompany clients but can if they wish.

## Uniform

Tour Directors should always look smart. Their clothing should be clean and neat and appropriate to the weather at the destination.

***The Tour Director should never wear any clothing or carry any bag or item that features the logo of another tour company!***

## Vehicle Cleanliness

Tour Directors need to ensure that the drivers maintain the cleanliness of the vehicle. Rubbish is to be removed and windows are to be cleaned daily. It's important the windows are cleaned, as clients like to take photos while driving.

## Personal Hygiene

Personal hygiene is very important. It reflects professionalism and a positive impression and ensures the comfort of those around you. Proper hygiene practices help prevent the spread of illnesses and promotes a healthy environment. Our clients are unlikely to comment directly on poor personal hygiene, but they WILL notice it.

Smoking is banned in many places in Australia, therefore Australians are particularly sensitive to smoke. If either the Tour Director or the driver are smokers, please ensure they do so away from clients and the coach and freshen up afterwards.

We ask that all Tour Directors:

- Clean teeth and use breath mints
- Use deodorant daily
- Clean and wash hair regularly
- Shower and wash daily
- Change and wash clothes regularly

## Personal Relationships & Drinking

Our Tour Directors and drivers are selected on the basis of their professionalism and integrity. Therefore, it goes without saying that we need to ensure the line is not crossed in terms of sexual relationships and drunkenness on tour.

## Seat Rotation

Bunnik Tours does not have a seat rotation policy on its tours. This is because we use larger coaches so there are usually plenty of spare seats. However, the Tour Director should remind the group that the front seats should be shared around – not used by the same people each day.

## Safety

A safety talk should be made at the beginning of the tour, with gentle reminders on a regular basis.

Australia is generally very safe with very little street crime (pickpockets) or gun crime. As a result, many of our clients are not as 'aware' as other tourists. The Tour Director should advise clients on the best ways to avoid being robbed in the places they visit.

Tour Directors should always advise clients to store their valuables (passports, excess cash, etc.) in the hotel safety deposit box whenever available. When this is not possible, please encourage clients to always keep their valuables with them, preferably in a money belt or anti-theft bag. Never advise clients to leave their valuables unattended on the coach.

Other general safety tips for the Tour Director to mention include traffic safety and watching where they walk. Many holidays have been ruined by a careless fall or simple traffic mishap.

The Tour Director should also reiterate that seatbelts on coaches should be used.

## Emergencies

Tour Directors are expected to know and follow the Bunnik Tours emergency procedures. Please see the section on our Emergency Response Plan for further information.

## Health On Tour

Colds and flu can ruin a holiday. Use of hand sanitiser and face masks can help to avoid the spread of colds. Please have the Tour Director keep clients aware of this.

## Shopping

Many people like to shop while on holiday. However, our clients do not like to be pushed into shopping at certain stores.

Bunnik Tours has the following guidelines in areas where shopping visits are considered part of the touring experience.

- Shopping at organised factory outlets should never interfere with sightseeing – for example, DO NOT reduce time at an important sight in order to visit a shopping outlet.
- Limit the number of 'shopping' stops on each tour – too many and clients will complain. All shopping visits must be approved by the Bunnik Tours Product department at the time of itinerary planning and no additional shopping can be added without approval.
- Shopping must 'add value' to the client experience – this is achieved by ensuring the shopping is related to the culture of the destination (e.g., pottery in Cappadocia).
- Organised shopping visits must be to retailers that sell good quality items – we will get blamed if the products are poor quality or the client does not get what they are promised or paid for.

## Optional Tours

Depending on the tour, the Tour Director will be required to sell, coordinate, and sometimes attend optional tours.

Only pre-approved optional tours can be offered. Bunnik Tours is responsible for the quality and safety of all optional tours. Under no circumstances may Tour Directors offer any optional tour that has not been included on the approved list contained within the client documentation. The Tour Director will need to clearly advise clients of the form of payment required for the optional tour.

# Celebrations

At Bunnik Tours, we hold our clients' birthdays and milestone anniversaries in high regard. The Bunnik Tours Operations team will notify you (our local supplier) of a client's birthday or anniversary on the passenger list when sent. We require the Tour Director to ensure the day is celebrated with the group.

## Celebration Guidelines

Nothing makes someone feel special more than singing Happy Birthday! Therefore, we expect the Tour Director to coordinate for the group to sing "Happy Birthday" and provide a shared cake or an appropriate gift, depending on the location. Sometimes a huge cake at a meal isn't always best, it may be that the Tour Director knows of a wonderful local bakery or traditional gift shop, whereby a small token could be purchased, but be very memorable for the client at the same time.

## Flexibility

The timing and way in which the group celebrate is at the discretion of the Tour Director and can be integrated into sightseeing activities or included meals.

## Local Expertise

Our Tour Directors, possessing expert local knowledge, can plan birthday celebrations tailored to enhance the client experience within their respective countries.

## Payment

Based on the amount of celebrations on any given departure, the cost of the cake/gift can be included on the invoice sent to Bunnik Tours. The amount for the cake/gift will need to be confirmed with the Bunnik Tours Operations team first. For European tours, if tipping is organised via cash passport, the Bunnik Tours Operations team will allocate between €40-60 per celebration. This information is outlined at the bottom of the tipping sheet.

Celebrating birthdays and anniversaries while on tour elevates our commitment to delivering memorable and personalised travel experiences.

## Group & Special Experience Photos

Throughout the tour (at appropriate sights) we ask that the Tour Director take group photos and group special experience photos together with the Bunnik Tours sign. This should then be emailed to our marketing team: [marketing@bunniktours.com.au](mailto:marketing@bunniktours.com.au)

## Tipping

Tipping is not part of daily life in Australia. Although tipping is more commonplace these days, many Australians are unsure of how much or when to tip.

For these reasons, Bunnik Tours operates a pre-paid tipping policy, where a pre-determined amount is charged to each client at the time of booking.

The Tour Director is responsible for the administration and distribution of this system. As the supplier, you should provide the Tour Director with a tipping sheet which details the amount each service provider should receive on tour. In some cases, this is provided by the Operations Department. Service providers include the tour director, drivers, local guides and restaurant staff for included meals.

Important Notes on Tipping:

- Tipping guidelines must be followed. Bunnik Tours will conduct spot checks and it is important that there is consistency between different Tour Directors and the same suppliers.
- If a Tour Director tips below the recommended amount, they must make a note and advise you, our supplier.
- Bunnik Tours does not place a mark-up on the tipping. Any difference is due to exchange rate variances with tipping in both AUD and foreign currency amounts set at the beginning of each season.
- Pre-paid tipping only works if everybody adheres to the system – do not mess it up for everyone!
- Sometimes clients will make additional tips at the end of their tour. This is a bonus – Tour Directors should not ask for additional tips under any circumstances.
- Pre-paid tipping does not include optional tours – if tipping is required, please have the Tour Director inform clients of the appropriate amounts. It also does not include other meals/services not included in the Bunnik Tour.



# Section 5

## VOX Audio Devices

### **VOX Contact Details**

#### **Global Headquarters**

Via Sebastiano Veniero 39 – 00192

Rome

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+39 32 9052 8295 (Operations team)

[longrent@voxtours.com](mailto:longrent@voxtours.com)

# VOX Audio Devices

In today's bustling tourist destinations, ensuring that every member of our groups can hear the Director clearly is essential for an enriching and enjoyable experience. For selected tours with 10 or more clients, Bunnik Tours includes audio devices. These state-of-the-art devices are supplied by Vox, a global leader for guiding solutions in tourism and culture. The devices provide a more personalised and immersive experience and allow the Tour Director to manage and communicate with the clients more easily. Providing each client with a personal listening device ensures everyone can hear their commentary without straining, making the tour more interactive, informative, and memorable.

## Pick-up Process

Prior to the tour's departure, and during the finalisation process, the Bunnik Tours Operations Team will confirm (via the Vox online portal) the quantity of devices needed, the Tour Directors name and the tour hotel where the audio devices should be delivered by Vox. This is generally always the first hotel where the tour begins and is also where the Tour Director needs to ensure the devices are collected and distributed to the clients for the first day of sightseeing.

## Collection

Once the Tour Director arrives at the first hotel, they should visit reception and after making themselves known, request to retrieve the devices.

If the devices are hand delivered (the Vox headquarters are in Rome), they will be contained in a cardboard box simply labelled 'Vox'.

If delivered via courier (outside of Rome/Italy), the box will usually be inside a red plastic bag, marked with a shipping label mentioning the Tour Directors name and 'Bunnik Tours/Travel'. Inside the box there will also be a green bag which will need to be kept in a safe place as this is needed for the return of the devices, as well as the box itself.

## Drop-off Process

At the same time the Bunnik Tours Operations Team confirms the quantity of devices needed, the Tour Directors name and the tour hotel where the audio devices are to be delivered, the Operations Team will also confirm the last hotel where the audio devices should be collected and couriered back to Vox. This is generally always the last hotel and where the tour ends.

## Returning

The pick-up/courier is scheduled by Vox and therefore no action is required of the Tour Director, or the hotel where the devices will be collected from. The Tour Director will however be required to retrieve all devices from clients after the last day of sightseeing and ensure they are placed within the box that the Tour Director originally received the devices in at the start of the tour.

The box must then be placed inside the green bag that was also supplied, which is marked with a return label. Failure to do so will result in the package not being collected by the courier.

The Tour Director must then leave the package with the hotel reception for collection.

\*In the instance a tour travels between multiple countries, the headsets may or may not continue with the group. It is therefore important that it is clear to the Tour Director when to expect to collect or drop off audio devices.

## **What should be expected within the Vox pack?**

An instruction booklet is included which outlines how to use the devices and transmitter. The pack will also contain a list of contents, which when first opened, should be checked to ensure all items are there. Should anything be missing, the Vox Operations team need to be contacted as soon as possible to advise.

Most importantly, the box will contain the audio devices, which should not be confused with the transmitter. The audio devices have blue buttons and the Vox logo. The transmitter has white buttons and the Vox logo.

## **What should happen if a device or the transmitter malfunctions or is not working?**

Most of the time a device issue can be rectified by changing the device frequency. All devices need to be set to the same frequency as the transmitter. Another common issue is a device not working due to low battery. If changing the frequency does not resolve the issue, try replacing the battery using the spares provided, or exchange a spare device/transmitter which is provided within the pack.

Should assistance be required, the Vox Operations team can be contacted using the details provided.

## **What should happen if the Vox pack is not at the hotel for collection?**

As soon as possible, the Tour Director needs to contact the Vox Operations team who will be able to provide more information on the location of the pack.

## **What should happen if a client damages and/or misplaces a device whilst on tour?**

The Tour Director should promptly provide the client with a spare replacement device to ensure they experience minimal disruption on tour. Clients are advised on their documentation that should they misplace or damage a device; they will be required to pay a fee to replace it. In the instance this occurs, Bunnik Tours and Vox Operations should be contacted for advice on how to proceed.

# **Section 6**

Bunnik Tours  
Branding

# Branding Requirements

The following signage is provided:

## Clipboards

We have provided you with clipboards for the Tour Directors to use. The clipboards have the logo on the front and back. They can also be used as airport signs if needed.



## Airport/Coach Signs

These are to be used when collecting clients from the airport or other meeting points. It's very important that these signs are used. If clients cannot easily identify who is meeting them it may lead to complaints. These signs can also be used in coaches when the coach is parked in large car parks so clients can easily identify the coach when they need to reboard.



## Restaurant Cards

We have provided a number of restaurant table signs to use. Please ask the Tour Directors to place these signs on hotel/restaurant tables when there is a group meal so people can easily identify where they are to sit.



## Other Possible Branding:

- Luggage strap
- Luggage wallet
- Ticket wallet
- Hat
- Polo shirt
- Jacket



**The 'Working with Bunnik Tours' webpage on the Bunnik Tours website has the appropriate branding information for name tags, polo shirts etc.**

<https://www.bunniktours.com.au/working-with-bunnik-tours>

# **Section 7**

The Typical  
Bunnik Tours  
Client

# The Typical Bunnik Tours Client

The typical Bunnik Tours clients are aged in their 60s – 70s. They are reasonably well travelled and aware of the world around them. They like to be treated with respect but don't like overly formal situations. They generally have a good sense of humour and like to share a joke with fellow passengers, Tour Directors and drivers.

On average, Bunnik Tours clients travel overseas once a year – not always on a tour. They have money but are not necessarily wealthy. They are therefore more concerned about getting value for money, and seeing everything they want, rather than choosing a tour company based on 'image and prestige'.

They will already be planning their next holiday and will have a list of destinations they want to see and are working their way through it.

Many clients on a Bunnik Tour are repeat – they have already experienced our touring concept, they understand it – so they have certain expectations that it will match their previous experience.

Below is a list of some things to keep in mind when dealing with Australian tourists.

- They want value for money and do not want to feel ripped off or taken advantage of.
- They prefer less formality, more genuine friendliness.
- In general, they treat people with respect and honesty.
- They like to gain knowledge and make friendships with people from other countries and cultures. They enjoy mixing with the locals, tour directors and drivers.
- Generally like shopping (more the women than the men) but don't like pushy sales people or being forced into certain shops.
- Are mostly understanding and interested in other religions, cultures and opinions, and will have a keen interest in the culture and history of the countries they visit.
- Australians tend to speak very quickly and at times use a lot of colloquial language. Please ask for an explanation if you do not understand.



# Background Briefing: Australia

## Population

Today, Australia has a population of more than 24 million people. More than 43% of Australians were either born overseas themselves or have one parent who was.

## The Typical Australian?

Given the diverse nature of today's Australia, it's hard to say there is a 'typical Australian'. The majority of Australians are law-abiding, fair people with a good sense of humour. Many people from other countries believe that Australians live mainly in rural areas, the 'outback' or the bush. In fact, approximately 75% of Australians live in urban centres, in and around the capital cities along the coast.

Australians tend to be confident and outgoing. Most are relatively informal socially and also with their relationships with acquaintances and work colleagues. They call each other by their first names.

Australians are also seen as loving their leisure time, particularly sport, and whilst this is true, Australians are amongst the hardest working people in the world, with some of the longest working hours in the developed world.

Australians can also be seen as being open and direct and saying what they mean. They also believe in the principal of giving people a fair go, and standing up for their friends, the disadvantaged and the underdog. They also queue or line up patiently when waiting to be served and going before your turn or 'jumping the que' is perceived to be rude in Australia.



## Religious Worship

Australia is a predominantly Christian country, with around 64% of all Australians identifying as Christian. However, most other religious faiths are practised, reflecting Australia's culturally diverse society. There is no official state religion, and people are free to practice any religion they choose, as long as they obey the law. They are also free not to have a religion.

## A Sporting Culture

It's true, Australians do love their sport – both playing it and watching it.

The most watched sports in Australia include Cricket, Australian Rules football and Rugby. The Australian Open, held in Melbourne in January every year, is one of tennis' four Grand Slam events.

You'll win Aussie hearts by updating the group on weekend footy results.

- Australian Rules Football (AFL)      [www.afl.com.au](http://www.afl.com.au)      Season: Apr – Sept
- Rugby      [www.nrl.com.au](http://www.nrl.com.au)      Season: Apr – Sept

## Days of Significance

Most workers in Australia have around 12 national and state public holidays throughout the year, in addition to their annual holidays. The most important is Anzac Day.

When you have clients from Australia in your country on this day, 25 April, it's important that the Tour Director mentions the date and recognises it's significance. Anzac Day is the day the Australian and New Zealand Army Corps (the Anzac's) landed at Gallipoli in Turkey in 1915 during World War I. This day is set aside in memory of those who fought for Australia and those who lost their lives in war. The day is a national public holiday and is commemorated with ceremonies, the laying of wreaths and military parades.



**Australian Rules Football (AFL)**



**National Rugby League (NRL)**

# **Section 8**

When Things  
Go Wrong

# When Things Go Wrong

Due to the nature of the travel industry and the logistics involved in organising group tours, it is inevitable that sometimes things go wrong and clients will be unhappy.

How these situations are handled is very important and will determine how serious it becomes.

Please familiarise yourself, and your Tour Directors with our 'Problems on Tour – No Problems!' document.

When dealing with complaints, the following guidelines should be followed:

## Resolve It On The Spot

Most complaints/issues can be handled easily and simply on the spot – these include:

- Dirty rooms (ask the hotel to change the client to another room).
- Poor service (speak to the client to check expectations and handle appropriately).
- Clients allocated single beds rather than double beds (if requested, couples will expect to be sleeping in one big bed, not two single beds).
- Single room size – we have received many complaints about size etc., and you need to ensure single rooms are the same size as double occupancy rooms.

It is important that we take a proactive approach when dealing with complaints and service issues, as this allows them to remain in context and results in minimum impact on the overall trip.

## Handling Complaints

The Tour Director should:

- Always listen to and acknowledge the client and their issues, even if they do not agree with the client. Often giving the clients the opportunity to talk and explain their issue will go a long way to solving the problem.
- It is important to remain calm. Never get angry with a client or argue with them.
- If the issue can be dealt with easily on the spot, then they should do so.
- If the issue is a major one or one that the Tour Director cannot fix, please have them advise the client that they will need to check with your manager/office.

- Never make any promises that you cannot deliver. Do not promise unrealistic timeframes for the issue to be resolved. This will just make the situation worse.
- Never promise a refund or compensation to the client. Only Bunnik Tours management are able to authorise refunds or compensation.
- If a client has a complaint, always discuss this with them in private and away from the main group. Australians do not like confrontation and especially not in front of other people.

## Anti-Social Behaviour

Clients are expected to behave in a friendly manner whilst on tour, taking into account the welfare and enjoyment of all group members. Rude behaviour or abuse should never be accepted.

If a client is displaying anti-social behaviour and this is causing problems within the group, the Tour Director should pull them aside and discuss this with them in a polite and respectful manner, away from the rest of the group.

It is ok for the Tour Director to tell them that their actions are being disruptive and are affecting the enjoyment of others on the tour. If they continue being disruptive, please also inform Bunnik Tours by emailing us.

One of our managers will speak with the clients and, if we deem it appropriate, they may be removed from the tour.

Anyone travelling overseas is required to abide by all laws of the country they are visiting. In the unlikely event that one of our clients breaks a serious law within your country, it should be reported immediately to Bunnik Tours and the local police. The nearest Australian Embassy should also be advised.

## Fitness Levels

Within 7 days of making a booking, clients need to complete a Passenger Registration form, which includes a fitness to travel declaration. They need to declare that they are able to do the following:

- Walk for a minimum of 2-3 hours daily, on uneven surfaces without the use of any walking aids at a group pace (often in humid forest areas in Africa and South & Central America).
- Regularly walk up multiple flights of stairs and short, steep hills.
- Stand for extended periods of time without needing to sit down, including in hot/humid climates.

- Carry their own luggage.  
Get on and off various modes of transport without assistance, including small boats.
- Drive along very bumpy, dirt and gravel roads for extended periods of time, particularly in Africa.
- Manage extended periods of time at high altitudes (3,000 – 4,000mtrs) when travelling in Africa and South and Central America.

On occasion a client may think their level of fitness is better than it is. If a Tour Director notices that a client's fitness level is not appropriate, they should alert you, our local supplier, and also Bunnik Tours, especially if they feel the client's level of fitness is impeding the rest of the group and is placing the client themselves at risk.

## Removal From Tour

Bunnik Tours reserves the right to remove clients from a tour in the following situations:

- Clients have put themselves or fellow travellers in danger.  
A client's behaviour is having a serious adverse effect on another client's enjoyment of the tour.
- Clients have undertaken illegal activities.
- Clients physically hurt or intimidate fellow travellers or staff.
- Clients are not physically able to participate in the tour and their continued participation in the tour is likely to aggravate their condition or have an adverse effect on other client's enjoyment of the tour.

If the Tour Director feels a client needs to be removed from the tour, please have them contact Bunnik Tours senior management in Australia immediately. We will require a full report on the reasons why they recommend this course of action.

Only Bunnik Tours senior management in Australia have the authority to remove clients from the tour. In case of removal from the tour, Bunnik Tours can assist with arranging flights home, however, all additional costs are the responsibility of the client. No refund will be provided for any unused portion of the tour.

## Special Requirements

Throughout our booking process we ask clients to provide us with details of any special needs. These are passed on to you, our local supplier. However, in some cases clients do not inform us and the Tour Director will need to deal with this locally.

## Medical

Many clients will have medications on them. Please note that some medication needs to be kept refrigerated. The Operations Department will add this information to the passenger list if known beforehand.

Some clients may have sleeping aids that require electrical power throughout the night. If this tour is in a remote area, the Tour Director will need to advise the hotel reception so that this can be arranged. The Operations Department will add this to the passenger list if known beforehand.

## Dietary

An increasing number of Australian travellers have special dietary requirements. These can either be for medical reasons (serious allergies) or lifestyle choices (vegetarian).

It is the responsibility of the client to ensure they manage their needs and advise guides and restaurant staff. The Tour Director may be asked to assist in explaining these needs to local restaurant staff. This is especially important for serious allergies. The Operations Department will add this to the passenger list if known beforehand.

## Mental Illness

In the event that a client is experiencing a mental illness whilst on a tour, we ask that the Tour Director assist the client and notify Bunnik Tours immediately. Mental illness is wide-ranging in type and severity. It can include anxiety, depression, dementia and schizophrenia. It is important that the client is assisted with visits to a medical professional as appropriate.

## Please Note

IT IS A CONDITION OF TRAVEL THAT ALL CLIENTS HAVE TRAVEL INSURANCE.

# **Section 9**

## Emergency Response Plan

# Emergency Response Plan

## Important Notice

The following information relates to the Bunnik Tours Emergency Response Plan. It does not replace your own plan, rather they should work together to ensure all emergency situations are handled appropriately.

We therefore expect that each supplier has their own emergency response plan and that all staff are fully trained and briefed on its operation.

## What To Do

The highest priority in all situations is client safety and security, as well as the Tour Director and driver's safety and security.

### **COMMUNICATION, COMMUNICATION, COMMUNICATION**

In this hyper-connected world of 24 hour news and social media, communication is the key to managing any emergency situation.

We need to know as soon as possible if an event has occurred.

Once client safety is ensured, please have the Tour Director inform us immediately in case of any of the following types of incidents:

- Any vehicle accident that involves personal injury (including accidents where people outside the group – e.g., local population) have been injured in an accident involving our clients.
- Death on tour.
- Hospitalisation or serious injury on tour.
- Robbery involving violence – including muggings or attempted armed robberies.
- Natural disasters.
- Terrorist attacks.
- Civil disturbances – riots, protests, coups etc.
- Physical fight between clients or between clients and locals.

It is essential that we are provided with full details as soon as possible. We need this information in case we get phone calls from families, the clients or the media. We also need this information to determine our course of action.

Note: In case of terrorism/civil disturbance/natural disaster, the media coverage will always focus on the worst aspects of the event – this will cause fear and concern amongst family members in Australia and can cause long term damage to the market. It is therefore vital that we provide a balanced view and keep information flowing.

As soon as the Tour Director is able to provide us with full details, we need to know:

- Nature of incident – what has happened?
- Are any clients injured or deceased?
- What is happening to the other clients?
- Where are the other clients? – we need contact details
- What are the actions being taken?
- What assistance do you need from us?

## **Our Response**

In case of a serious incident with multiple casualties, we will activate the Bunnik Tours Crisis Management Plan.

If safe to do so, a team from Bunnik Tours Australia will travel to the scene. This will include one of the company owners. Please note, that due to the distance, it can take 24-48 hours for us to reach the scene.

In the meantime, we need to be kept fully informed of the situation on the ground.

**THE HIGHEST PRIORITY IS TO ENSURE CLIENTS ARE BEING WELL LOOKED AFTER!**

# Types of Incidents

## Deaths on Tour

By law, the client's next-of-kin (family) are to be informed by the Australian Police. Local staff and Bunnik Tours Australia-based staff are not permitted to advise families. Full information should therefore be provided to local police (by you) and Australian Police (by us).

In the event of the death of Australian citizen overseas, the nearest Australian Embassy or Consulate must be informed as soon as possible. They will be able to provide consular assistance to the family.

Please ensure all other clients (those not injured) are well treated and removed from the scene as soon as possible. They must not be left alone – local staff are to stay at the hotel with them.

Depending on the nature of the incident, the tour will generally go on. This means the Tour Director will need to travel on with the group. Local office staff and Australian Consular officials will be responsible for looking after the deceased person's family.

## Medical Emergency

Seek immediate professional help to deal with any medical emergency. It is a condition of travel with Bunnik Tours that each client has Travel Insurance.

The Tour Director may be required to provide translation services between the client and medical staff.

If a client is admitted to hospital for an extended period of time, the tour must continue, and the Tour Director must travel with the group.

## Traffic Accident

Handle as per medical emergency. We will need a full report of what happened.

## Armed Robbery/Theft

Things can be replaced – people cannot. The Tour Director needs to be safety aware and comply with all instructions during an armed robbery situation.

As soon as they are able, please have them inform the police. Statements will be required for insurance purposes. If police are unable to provide reports for the insurance, then the Tour Director will be required to prepare a report and send it to us. We will pass this on to the client's insurance company.

## **Protests/Riots**

Bunnik Tours groups are to be kept away from public demonstrations and potential riots. It is yours and the Tour Directors responsibility to be aware of local news reports and to alter the sightseeing accordingly to avoid any protests or areas of civil disturbance.

## **Terrorism**

In the current climate, we all need to be terrorism aware. If the Tour Director feels that something does not feel right, please have them take the group out of the area immediately.

If the group is involved in a terrorist incident, follow all instructions given by local authorities. Get the group back to the hotel as soon as possible. Call Bunnik Tours.

If there is a terrorist incident in the city where the group is travelling in but they are not affected, please contact Bunnik Tours immediately to let us know they are safe. We will be receiving phone calls from clients, their families and/or the media so we need to know they are safe.

## **Other Types of Incidents**

This can include natural disasters, fire, floods, storms, disease etc. In all these cases, the safety of clients is paramount, and the Tour Director should follow the instructions of local authorities.

# Dealing With Important Situations

## Important points to remember:



### **Be Proactive**

In an emergency or disaster situation, acting quickly is essential to ensure clients are moved quickly to safety.



### **We Control The Flights**

In most cases, we are holding clients international flight bookings in OUR reservation system. This means we have a high level of control. Our staff are often better equipped to handle flight changes than local airline offices, therefore, contact us first.



### **Communication is King**

Clients must be kept informed and not lied to or misled. By keeping communication flowing and working proactively, most problems can be solved before they become problems.



### **Be Available**

The Tour Director should always be available by making sure their phone is always charged and turned on and by having important contact details/information handy at all times.



### **Don't Forget The Other Clients**

In case of a crash or injury, our natural focus is on the clients injured or deceased. The Tour Director should not forget the other clients that were not injured – this is where the complaints will come from if they feel they have not received enough attention.

# Emergency Contact Details

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Adelaide, Australia

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**THANK**  
YOU!