

**Local.  
Responsible.  
Experiential.**



Gunyah is not your average vacation.

**Gunyah is for people who  
want real experiences  
when they travel.**

Handcrafted by local people, every Gunyah packaged holiday and tour puts forward a hands-on experience - whether eating the local specialties, trekking through the jungle, dancing with local people, or climbing ambitious peaks.

Gunyah is seeking small-to-medium scale package holiday and tour operators, and unique accommodation providers, to be a local partner and supplier on the Gunyah websites. This information pack introduces Gunyah and this distribution opportunity.

**THE GUNYAH INFORMATION PACK**



## SO WHO IS GUNYAH EXACTLY?

Gunyah is a revolutionary new development in the travel industry, operating as the first completely global and truly local packaged holiday provider, with a commitment to improving the integrity of host communities.

A few major players currently dominate the package holiday market due to their immense purchasing power, the high commissions they pay and vast distribution channels. The product however is very ordinary and covers the most beaten of travel trails. A much smaller part of the market is made up of local tour operators and unique accommodation providers offering a much richer local travel experience, however being small and very fragmented, they lack global distribution.

Gunyah solves this problem with a unique business model, combining the best of what can be done globally – technology, distribution and marketing – with the best of what can be done locally – creating authentic experiences with unparalleled local service.

Gunyah Limited is a Hong Kong registered company owned and operated by a team of passionate travel professionals from around the world. The major shareholder is the WHL Group ([www.whl-group.com](http://www.whl-group.com)), the largest local-travel network located in over 100 countries globally. Gunyah is the solution for small-to-medium scale package holiday operators tour operators and unique accommodation owners seeking better distribution to grow their business.



“ Gunyah is the solution for small-to-medium tour operators seeking better distribution to grow their business.”



## WHAT REALLY DRIVES GUNYAH?

Gunyah is committed to sustainable travel and a more equitable approach to tourism. We understand the magnitude of tourism and its equal capability to empower or destroy a destination. We believe that practiced responsibly, tourism has the power to improve the quality of life for local communities, protect the natural environment and preserve local cultures.

Our approach to developing sustainable tourism is to work with you, providing support and sharing best practice from across the network. Every Gunyah partner will have unique local needs and challenges to address in their destination and we see our role being

to share ideas and lead by example. Gunyah will also work with you to identify community projects which may benefit from funding support provided by groups such as the Geotourism Development Foundation (GDF, a new travel foundation which the WHL Group is supporting). The GDF is seeking to link community projects to income streams from tourism in ways which are win-win and which secure the long term financial future for the project.



## WHAT MAKES A GUNYAH EXPERIENCE?

Consumer patterns are changing and travellers are looking for more meaningful experiences beyond the run-of-the-mill packaged holiday. Travellers are now looking for ways to connect in a destination to the people, communities, food, and culture. The wish for unique and authentic experiences has never been stronger.

Gunyah offers memorable and authentic travel experiences, and with our dedicated network of passionate locals around the world, we are much more in tune with what makes a truly authentic local travel experience.

From 2 to 12 days in duration, every Gunyah experience is comprised of accommodation plus a careful selection of local activities and tours. The real local experience could materialise within all or any of the elements that make up the package holiday. Our partners offer a range of experiences according to the various services and niche activities available in their destination, including those related to nature and wildlife, food, cultural heritage (music, dance, art), sports, adventure, community based, spiritual and religious, urban, family, festivals, and romantic breaks.

Our goal is to educate and evoke a more authentic local travel experience by allowing travellers the chance to get in touch with the real side of the destination and experience things that they would never normally experience travelling independently.

“ The wish for unique and authentic experiences has never been stronger.”



Vanuatu 2006



## WHAT ARE THE BENEFITS OF JOINING GUNYAH?

- » **Global Distribution.** Gunyah operates a number of B2B and B2C sales channels to distribute the package holidays and tours of its partners. The WHL Group has built relations already with dozens of the world's largest travel groups and affiliate marketers, ensuring a rapid integration of the Gunyah packages. Gunyah also has the technology to do seamless integrations with third party distributors, making it possible, with one contract and IT integration, to bring hundreds or even thousands of packages from around the world onto the desktops of travel agents and travellers globally.
- » **Product Exclusivity.** Unlike other online distributors of travel product, Gunyah offers product exclusivity to its partners. No other operator will be allowed to offer the same product in the same territory. Gunyah wants to work with only the best partners and allow them to develop and improve their products without the threat of other operators in the same territory selling on the Gunyah system.
- » **Online Content & Booking Management System.** Gunyah provides an easy-to-use online tour CMS and booking system. Partners will have full access to manage the content, rates and inventory for their tours and packages listed with Gunyah, and process all client requests and bookings directly with the sophisticated booking management system.
- » **Sharing & Learning.** We believe that working together as one, we can be a real force in travel. We are a community of many of the best travel operators around the world, with a shared belief in experiential travel and building a sustainable future for travel. Gunyah wants to ensure we can leverage this huge asset by sharing our knowledge and helping everyone build best practice travel businesses.
- » **Sharing Values/ Walking the Talk.** We care about local communities and about the environment. In Gunyah we will not only walk the talk in terms of minimising any negative impacts of tourism and working with locals (you), we also want to take a proactive stance and actively support local communities and improvements to the environment. If this is your passion as well, then being part of Gunyah family will be a source of learning and innovation. We also take this message to travellers via The Travel Word blog and The Local Travel Movement blog, and invite them to participate.



## WHAT COMMISSIONS DO YOU CHARGE?

In order to create a platform with product of interest to global distributors, we need to ensure all packages and tours are priced with a distribution margin of 25%, which will allow us to provide attractive commissions to Online Travel Agents (OTAs) and other travel marketers.

The distribution margin will cover all marketing, affiliate and credit card merchant fees. Gunyah will transfer the net value of all bookings to the partner prior to the booking departure date.

## HOW DO I BECOME A GUNYAH PARTNER?

Gunyah works with only the best tour operators and truly unique accommodation providers, and therefore employs a detailed selection process to find the most suitable partners. The selection process involves meeting at least the following requirements:

- » A passion for travel and a more responsible form of tourism in your destination.
- » Be fully registered to operate in your local destination.
- » Have a genuine presence in your operating territory.
- » Offer the most brilliant local travel experiences in your destination with allotment where possible.

If you feel you meet these requirements, please register your interest with Gunyah. The following prices apply to new partners:



	Option I	Option II	Option III
<b>No. of Packages</b>	3	6	12
<b>One-time Setup Fee</b>	\$295	\$570	\$1150
<b>Annual Fee*</b>	\$60	\$120	\$240

\*The annual fee is only payable after the first year of the partnership with Gunyah.