



www.greenpathtransfers.com

Who is Green Path Transfers?

Green Path Transfers Limited (Green Path Transfers or GPTL) is an exciting new business from the WHL Group which leverages the Group's core assets extremely well: – our approach and value proposition; our global network of local travel professionals; our focus on sustainable and environmentally responsible travel; our technology systems; and our proven skills in developing and nurturing a global franchise business.

Green Path Transfers is a global provider of airport, inter-city and inter-island transfers with two critical points of difference from other transfer providers:

- It will be truly global, operating in parts of the world where competitors are not present. The airport transfer customer is primarily buying piece of mind and will favour a global brand that is found everywhere. As a subsidiary of the WHL Group, Green Path Transfers already has an installed base of service providers in over 100 countries. Also, many of these destinations are not yet being serviced by any other global transfer service provider.
- ALL GPTL transfers will be 100% carbon offset, in line with the WHL Group's sustainability mission. Increasing numbers of travellers share this commitment, as do many large corporate customers who have pledged to reduce their carbon footprint. In markets where there is a choice between suppliers, carbon offsets will be an important differentiator. As such, our goal in every destination where it is possible is to work with partners who are already using low carbon emission vehicles, as well as to incentivize other partners to begin using such vehicles.

The Bigger Family



Green Path Transfers will be launched in Q4, 2010 as a subsidiary company of the WHL Group.



WHL Group is the largest local-travel network in the world. Originally started in 2002 as a pilot project of the IFC (World Bank Group), it was spun off as a private company in 2006 and has since grown into a franchise network of various award-winning travel companies present in more than 100 countries.

All of WHL Group's companies help travellers find unique ways to experience a destination through local tourism professionals. WHL Group companies empower local partners who have practice in experiential and mindful travel and a local's knack for identifying, explaining and sustaining the distinctive qualities of a place.

www.whl-group.com



Photo by: Benjamin Earwicker, <http://www.benjaminearwicker.com>

And why should I join?

There are a range of reasons for becoming a Green Path Transfers franchise partner, including:

- Increased earning opportunities. Membership of the GPTL franchise network will allow you access to a wide assortment of affiliates, travel agents and other distributors.
- Be part of a global franchise network. This opportunity means you will become part of not just the Green Path Transfers franchise network, but also a member of the WHL Group global family of travel professionals, all committed to sustainable and responsible tourism.
- Increased global recognition of your role in promoting eco-friendly and environmentally responsible transport options.
- Skill and knowledge-sharing amongst peers around the globe. The combined value and wealth of skills that all our partners bring to our global network is inestimable.
- Minimal financial risk. Small franchise signing fees, as well as zero management fees, means that your financial outlay and risk is extremely low.
- In-depth training and ongoing product, web marketing, media and management support from a dedicated team.
- Access to cutting edge technology, such as client SMS confirmations and flight-tracking software.
- A large tech-support team that is constantly innovating and developing new tools to help better deliver high-quality service to clients.
- Simple, easy-to-use Booking Administration System (BAS) and Content Management System (CMS). No specific IT skills are required in order to successfully operate the Green Path Transfers franchise.
- Automated bookings and payment processing. Our e-commerce portals allow for automatic booking from inventory, as well as automated payment processing.
- Full reporting systems – historical and future bookings, financial, affiliates, etc



So then, what skills do I need?

- You must be currently operating transfers in your destination.
- You must be able to speak, read and write English.
- You must have a strong interest in developing sustainable/eco-tourism in your destination.
- You must have the ability to process online bookings.
- You must have a local presence in your destination.
- You must have a good reputation in the tourism and travel markets.

Ok, but how do I make money?

The key to building a successful business for both GPTL and the GPT partners is to engage a network of distribution partners as our means of getting this product in front of millions of travellers globally. Whilst we are confident the Green Path brand will become a very well-known one over time, in the first few years we will be relying heavily on global groups such as Expedia, Viator, Virgin Holidays, GTA Gullivers, Isango, Orbitz, Flight Centre and others to be the main distributors of the product.

When these distributors take on transfers to sell globally they are looking for;

- **Regular departures:** They do not like advertising product only available on selected dates as this means visitors to their web sites may move on. They invest time and money promoting the product so they want to maximise the opportunities for sales.
- **Instant Bookings:** They cannot handle product where they need to check with the supplier if the transfer is running or not. Basically their system will check with ours automatically when they get an inquiry and unless a shared transfer is full or all vehicles are already booked out (or cancelled / not running for some reason), their system will automatically book the traveller and charge them, instantly updating our records.
- **Fixed Prices per Passenger or per Car:** Again, they are keen to make it very easy for a passenger to make the buying decision. They will not handle our product in most cases if we have different pricing dependent upon the number of passengers. It's too complicated for them to handle in an automated system in most cases. They know that travellers are impatient, so they want to make booking via them as simple as possible.
- **Competitive Rates:** An obvious additional need. We must at least offer rates at the retail level which compare favourably with other global players, and preferably even lower rates.



Photo by Jonathan Teph, <http://www.isc.hu/photo/95/94>



This all makes perfect sense from a distributor and traveller perspective, but it does introduce challenges operationally in setting a price for each transfer offered. We need prices which are fixed per car or, for shuttles, fixed per passenger (irrespective of numbers), and which are both competitive and allow a good profit margin for you.

Based on experience our partners have over the past 20 years working with global distributors, a split sales and distribution model has been developed. Basically once we get the net price for your particular transfer from you, we add a margin on top to get the retail price. We add this margin to allow you (the GPTP) and us to make a reasonable profit.

If GPTL sells the transfer (via its web site or one of the global distribution partners) GPTL gets the margin (minus what it pays to the distribution partner), and if you sell the transfer (via your web site or one of your local distribution partners like hotels, local airlines etc.) then you keep the margin (minus whatever you pay to your distribution partner). The net price you provide is entirely up to you, and most operators include a small margin into this net price – high enough to ensure that the transfer is profitable, but low enough that the retail price remains competitive when compared against other transfer companies in that destination. More detailed information about pricing can be provided upon request.

How much can I earn?

This figure will vary greatly, based upon factors such as the size of your destination, the quantity and quality of competitors, the amount of time you devote to the franchise and so on. Because of the nature of the franchise, it should be viewed as an “add-on” to your existing transfer business (for example, vehicle trip-fill for shared transfers). However, we expect the average Green Path Transfers partner to be generating earnings of at least US\$5,000 per month by the end of Year 2. The GPTP will also be able to set their own Net price, and will always earn at least this Net price on any transfer, meaning there is no loss potential - you start earning profits from Day One!





All looks great-how much does it cost?

Franchise Fee: This is a one-off fee that grants you exclusive rights to offer Green Path Transfers in your destination. It also includes a designated Green Path Transfers destination website, technical configuration, basic web marketing and training support. The franchise fee varies according to the geographical scope and the financial potential of the destination/territory that you are interested in.

Tier	Type of City	Franchise Price
Tier 1	Large city and/or popular visitor destination	\$ 14,000
Tier 2	Mid-size city or seasonal visitor destination	\$ 13,000
Tier 3	Small city	\$ 12,000

There are no ongoing franchise renewal fees. Discounts will be offered to any partners who have already made a commitment to reducing their carbon emissions by operating low carbon emission vehicles. Discounts may also be offered to partners who wish to operate in multiple destinations. A \$1,000 subsidy is offered to encourage a focus on low carbon-emission vehicles. An “early bird discount” is also applicable for the first 150 companies to join the Green Path Transfers network. The calculation on a Tier 1 site would thus be:

Destination franchise price (Tier 1)	\$ 14,000
Early Bird Discount	- \$ 9,000
Tier 1 Discounted Price	\$ 5,000
Low carbon-emission focus*	- \$ 1,000
Final Discounted Price	\$ 4,000

* During the interview process, the prospective operator will be required to indicate their usage of low carbon-emission vehicles to be eligible for the low carbon-emission discount.

Obviously, destinations from lower tiers will have a lower total cost. Contact us to find out which tier your destination falls under.

Transaction Fees: There will be a transaction fee of between US\$1-US\$3 per vehicle for private transfers, and between US\$0.50-US\$1.50 per passenger in the case of shared transfers. Where the GPTL payment gateway is used to process payments for the franchise partners, there will be a charge per transaction to cover the cost of payment processing. More detailed transaction fee information can be provided upon request.

Carbon Offset Fees: As with the revenue share, the carbon offset will be based either per vehicle for private transfers, or per passenger for shared transfers. The carbon offset fee will also be based upon the distance of the journey and the type of vehicle used. In most cases the carbon offset fee will not exceed US\$1 per transfer. A table showing the exact carbon offset amounts can be provided upon request. Discounts on carbon offsetting will be available for those operators utilising vehicles with low carbon emissions.

Capital Costs: Because this is an add-on to your existing transfer business, there are no initial capital costs for vehicles, office space, computer equipment, etc. A small amount of investment is expected for marketing collateral/SWAG/branding. This is expected to cost no more than US\$300, although will vary depending upon destination and the size of your company, as you are expected to source these locally. A full branding/marketing collateral kit will be provided.





Our commitment to Carbon Offsetting/Going Green

GPTL intends to:

- Encourage the uptake of lower carbon transfer options by providing a financial incentive to GPTPs to seek out such options.
- Place significant emphasis and focus on partnering with transfer companies already using low carbon emission vehicles.
- Provide incentives (financial and otherwise) to all partners to begin switching their fleet over to any lower carbon options available to them.
- Give prominence on the main GPTL web site to low carbon options being used within the GPTP network. From what we have seen in our travels this could be a very interesting spread of options from electric or hybrid vehicles to tuk-tuks and motorcycle trailers.
- Run a feed across all web sites in the network displaying innovations in green living, with a special emphasis on transportation.
- Build affiliations with groups globally involved in responsible and sustainable travel.
- Work with carbon offset partners (such as Blue Ventures Carbon Offsets and Atmosfair) to try and support innovations in low carbon transport in the countries we are servicing.
- Work with whl.travel and other WHL Group companies to make all operations of the company carbon neutral by both minimising our own carbon footprint and offsetting that which we cannot avoid.
- Have a stated aim of having the majority (>50%) of Green Path Partners globally using low carbon emission vehicles by 2020. We expect this figure to be significantly higher in developed destinations (such as Europe and North America), where low carbon-emission vehicles are much more readily available.

The WHL Group is committed to sustainable and responsible tourism. In the case of Green Path Transfers, this involves all of our transfers being 100% carbon offset. Being the first global transfer company to offer 100% carbon offsetting built into the transfer price is a key differentiator for GPTL in the marketplace. It is not, however, the end of the story for us.



Photo by: Vivek Chugh, vivekchugh.blogspot.com



Brilliant! What are the next steps?

First off, we need to re-stress that this opportunity is limited to one operator per destination, and that we are seeking the very best operators in each city to work with.

This means that we go through an interview process with every single applicant. Whilst this may seem quite laborious, we believe it to be very important in ensuring the quality of our operators.

The process is as follows:

- 1 Complete an application form by visiting:
<http://www.greenpathtransfers.com/register>.
- 2 We'll review your application & if we believe it's a match- set up an interview (and if not, we'll let you know why not).
- 3 Have a chat over the phone (or VoIP) to get to know each other and ensure it's a good fit.
- 4 Review the fun stuff - contracts & legalities.
- 5 Sign & begin the journey.

So what are you waiting for?

Why not join our family and leverage what we've built?





A few last Q&As...

Designed by: Tenny Adamina, tennyadam@gmail.com

Q.Can I place advertisers on my website?

Not currently. We are looking at this option, but want to first focus on building a brilliant global transfers network. Once we have the international coverage, then we may look to introduce this.

Q.I know this is an online company, but I don't know much about web marketing or social media – will this be a problem?

We offer manuals and technical expertise in both these areas in order for you to learn how to do both of these yourself. Or alternatively, if you'd rather focus on other aspects of your business, you can outsource these jobs to our sister company, Your Advantage Plus, who offer exclusive services to WHL Group partners. Their brochure of services can be provided on request.

Q.Who pays the credit card commission?

We have a payment portal established with Paypal and have a fixed charge of 5% in place for any credit card bookings (ie. we deduct this from any bookings made via credit card before sending you the balance).

Q.Can I purchase more than one destination franchise?

In short, yes. It is a requirement that you have an operation in the other destination which you would like to purchase, or alternatively for smaller tiered destinations to be able to show that you can service this destination from your location as well.

Q.I have a business associate who owns a transfer company in another destination. Can I recommend them?

Of course. We very much appreciate any recommendations on other transfer operators you may know.

