

1. Please provide a brief history of your company including date founded.



Carrani Tours history begins in 1925 following a brilliant idea of the founder Mr. Benedetto De Angelis. The idea was to provide a structured offering for guided visits of Rome. Carrani Tours in fact, obtained the license number 2 issued by local authorities as authorized Travel and Tourism agency and license number 1 as bus operator for touring purposes. Since then Carrani Tours has slowly built a network of tours and visits in major destinations such as Tivoli, Capri, Pompeii, Sorrento, Florence, Assisi, Venice becoming a leading company in Italy. Today Carrani Tours is still owned by the founding family and employs 60 staff members. Worldwide Carrani Tours is known to be a reliable and professional company in the tourism receptive business. Carrani Tours offers products and services throughout the entire territory of Italy operating with passion and professionalism. Carrani Tours provides services as incentive travel, leisure travel, guided visits in special interest destinations, conferences and events. Carrani Tours provides a wide selection of travel solutions for individuals and groups, specializing in the cities of art with attention to culture, history and regional gastronomy.

2. Where do your tours originate?

ROME, ITALY

3. Do you have local ticket offices and/or redemption points?

Carrani sightseeing office is located in Rome, Via Vittorio Emanuele Orlando, 95. For Open bus Ciao Roma collection of tickets is done on board, Agency, and retailers.

4. How long is your lease on the locations in #2 above?

12 years (6+6)

5. When these locations were last renovated?

Location for Incoming Office (Via Ignazio Pettinengo Vittorio Emanuele Orlando) has been renovated November 1st 2009 – Location for Carrani sightseeing office (Vittorio Emanuele Orlando) has been renovated November 1st, 2005.

6. Describe the guest experience when they arrive at your ticket booth or the start location of tour.

Clients that booked for a sightseeing tour which includes pick up service from Hotels will redeem their vouchers on board of the vehicles with assistant help. After this they'd be transported close to the visit site. For one-day excursions from Rome, when including pick up service from Hotel, they'd be transported to the Agency and then will depart to destinations. Pick up service from Hotels is provided from more than 400 Hotels centrally located in Rome, not from B&B or private accommodations. Carrani tours accept e-vouchers. All assistants are provided with a Smartphone or a virtual gateway to collect necessary data from clients.

7. What are your customer service hours of operation?

Carrani sightseeing office operates every day from 9 to 21 pm

8. What happens to calls/emails received after hours?

Emergency mobile number is available during closing hours, holidays together with a weekend special email address.

9. Describe your process for handling and tracking guest complaints.

Complaints are accepted within 30 days after travel date, providing booking ID, customer's name (or lead customer name) and addressed to incoming@carrani.com. Generally Carrani consider clients trustable except in case of evident fraudulent intents, a partial compensation as a gesture of good willing, is generally offered. Anyway, in order to identify the nature of the problem that caused the complaints, our booking department activates investigations (other providers, tour guides, etc). Reply average time 72 hrs. Communication is generally done in traveler speaking language (Eng, Ita, Fre, Ger, Spa, Por).

**10. What is your minimum service level for responding to guest complaints/compliments?**

Carrani tours do not make any difference on services and replies to all compliments and complaints. Again direct clients usually send both to our tour operators that sold them the service and they turn this to us. In case the travelers directly contact us we respond directly, within our 72 hour responding time.

11. Explain your cancellation and/or refund policy.

Cancellation policies vary according to the service. Sightseeing tours are usually refunded 10% of total price paid up to 100% according to responsibility. Cancellation for multi-days tours and packages is generally connected to Hotel policy – in case of complaints for packages, refund policy depends on which service originated the problem and impact on the whole experience.

12. Please comment on the most recent Trip Advisor postings on your company and tours.

Most recent review on tripadvisor gave Carrani 5 stars. The average of contribution for Carrani is really delayed in time and affected by a problem of chain distribution. Carrani tours transports more than 120.000 passengers every year and only 300 reviews approx are listed on tripadvisor, we believe that this is because, traditionally, other than our open top services, Carrani tours do not sell directly to public. Carrani brand always has been filtered by foreign tour operators, that is why generally, travelers that are active on Tripadvisor usually are the unsatisfied ones. At the moment the ranking for Carrani do not reflect exactly the level of services that is completely different as soon as you read comments and ranking on other website that sells and collect reviews from customers as Getyourguide and Viator. General rank for Carrani on getyourguide (all real paying travellers) is 4 stars on 951 travellers reviews <http://www.getyourguide.com/carrani-tours-s1379/> ; same for Viator. Carrani tours is working to change this approach drastically, in 2014 a direct email collecting will be done in order to start a different interaction and stimulate travellers review.

13. How many tours and activities are in the portfolio of products offered to your customers. How many of these do you operate vs. those operated by third party suppliers?

Carrani tours operate more than 200 tours and activities, 80% organized and managed by Carrani and 20% from 3rd parties.

14. If you use third party suppliers, please provide detail on your contractual relationship with them, including liability insurance coverage, indemnification provisions, etc.

Carrani tours contract directly third party suppliers and package the services, for the final traveler. Carrani insurance covers all the packages.

15. Please explain any extra services or unique aspects provided on your tour and activity offerings (narration in foreign language, free box lunch, etc.)?

- **TRADITION AND RELIABILITY** - Carrani tours is a tour operator active non stop, from 1925, is considered a reliable Company by important players in tourist market as the Vatican Museums and Municipality of Rome.
- **STRATEGIC PARTNERSHIPS** - Thanks to special partnerships Carrani si now a preferred partner of the Vatican museums. The partnership turns into benefits that Carrani turns to their clients such as privileged entrances through separate doors, opening of special halls of the Vatican Museums or Vatican Gardens. For the Municipality of Rome , since 2013 Carrani tours manages the biggest Info point (PIT) located in Via dei Fori Imperiali, the only one allowed to sell tickets to public.
- **ESCORTED TOURS** – Carrani tours offers escorted tours of Italy (Fantasia programs) that we operates with property busses and busses from other providers sometimes - escorted tours are group departures from Rome to northern and southern Italy, seats sold on a FIT base making a group on departure date according to customers language spoken. Severe selection of all accomodations (only centrally located) and restaurants.
- **LANGUAGES** - Carrani tours operates tours in several languages: sightseeing tours of Vatican and Coliseum are performed in English only, German only, Spanish only; other languages available French and Portuguese. Escorted tours of Italy are performed in English, Spanish and Portuguese.
- **VALUE FOR MONEY** - all escorted tours offers accommodations in the centre of main art cities offering a great value for price. Complimentary pick up is provided from main hotels in Rome. Monolanguage tours offered. No waiting time at the entrance of Museums. Professional tour guides. Headsets to better hear the guide for all cultural tour offered.
- **SERVICE** – office working 7 days/week – for travellers departing from Rome to multi day tours, delivery of documents to the Hotel



16. Do you utilize driver/guide, driver + guide, or electronic narration for your tours? If it differs by language, tour or vehicle, please explain.

We use only Driver + guide service, for all guided tours no electronic narration (except for the Open bus). Language offered are different usually monolingual in high season, multilingual in low season (never more than 2 languages on same group).

17. If you use electronic narration, is it driver or GPS triggered? If GPS, is it include bi-directional triggers?

No

18. Do you currently operate HopOn HopOff services? If yes, please describe to include number, type and age of vehicles, number of stops, frequency, etc.

Please refer to the attached document: Ciao Roma Open bus pdf brochure and to point 14 on the Application for Licensee document for the complete list.

19. What was your passenger count in in 2013, broken down by quarter?

Please refer to the attached spreadsheet named passengers count by quarter.

20. Were you profitable in 2012 and 2013?

Definitely yes, we registered a consistent increase about +25%

21. Please describe your safety and maintenance programs.

All busses are yearly revised with a 10 days stop operation schedule from November 15th to March 15th each year.

22. Please explain the value proposition your company uses to differentiate itself in the market.

Every client for Carrani is important. Carrani operates always without asking for a minimum pax on the tour. Never cancelled a tour for reasons connected to revenue or money. Carrani offers always new products leisure oriented, to provide travellers, together with cultural visits, experiences. Monolingual tours are provided to give clients a better service. Special partnerships give clients real benefits allow them to access special sites in privileged ways. Carrani tours produces brochures and informative pamphlets in English, Spanish, Portuguese and French. Our selection of product offered is rich and integrates sightseeing tour, escorted tours, packages and hotels accommodation – managing directly 80% of services – this allows Carrani to have a total control on quality of services and performance.

23. Please describe the team, including their roles, for each key contact operating the Gray Line business.

Owner - Paolo Delfini delfini.p@carrani.com
General manager - Chiara Gigliotti gigliotti.c@carrani.com
Sales Manager – Daniela Cassoni daniela@carrani.com
Product manager – Letizia Cicconetti cicconetti.l@carrani.com
Sightseeing Operation manager – Claudio Nizzi nizzi.c@carrani.com
Incoming Department Manager – Rosanna Mandina mandina.r@carrani.com
Administration & Finance – Paolo Salvati salvati.p@carrani.com

24. How many brochures do you print each year? When are they printed? How are they distributed?

Each year Carrani tours prints and distributes 1,300,000 brochures (900,000 Ciao Roma and 400,000 sightseeing tours of Rome. Ciao Roma brochures printed continuously, Carrani brochures printed in two times per year according to high or low season. Brochures are distributed to Hotels in Rome, information points, Carrani Agency, selected newspaper stands and agency.

25. Who do you consider to be your biggest competitors and why?

Offering different products we have to distinguish our competitors according to products offered by them:

- Travco for Hotels accommodations segment
- Dark Rome for sightseeing in Rome city
- City Sightseeing for Open bus tours in Rome
- Europamundo – for escorted tours of Italy



26. How do you differentiate your products and service from your competitors?

Carrani tours select his providers (such as hotels, Restaurants, car/drivers etc) really carefully taking care of quality of services offered. Hotels are always selected, group and escorted tours included, for position (centrally located in art cities). Promotional material is provided in several languages. Carrani tours is an Official Partner of many important Institutions and official boards in Rome and throughout Italy..

27. Please provide a copy of the Terms and Conditions and the Privacy Policy from your web site. Do you maintain a database of travel agents, consumers or partners that have opted in to receive email communications from you?

Carrani tours maintain a database for clients (traditionally wholesale tour operators) to send them updates, brochures and booking correspondence. Final travellers we do not have any email at the moment that we hope would be our next step by opening to direct online sales.

28. Are your promotional emails Can-Spam compliant?

All consumer emails will be Can-Spam compliant.

29. Please provide a copy of the emails from your most recent email marketing campaigns.

See attached files named "marketing..."

30. Please describe the training curriculum/process for your drivers, guides, sales and customer contact teams.

Carrani tours is proud to inform you that our staff involves professionals in tourism in the staff for more than 10 years. All new entries are supported since the beginning from the seniors. Every 3 months booking staff is trained on news and active participating. Booking office works in open space office in order to make information process easier. Language classes inside and outside offices are provided every year to the staff. Familiarization trip are periodically organized for booking staff.