



The following questions should be completed by the Transferee which may/may not include any operations/assets integrated into the business from the Transferor:

1. Please provide a brief history of your company including date founded.
Established in 1996, Kelly Tours, specializes in group travel & transportation and is dedicated to providing high quality inclusive service to clients at group pricing. Kelly Tours focuses on marketing to groups of travelers: educational tours for students, senior citizen tours, Savannah sightseeing tours for tourists, shuttle transportation for airport travelers, and motor coach charters. Kelly Tours currently holds the highest grade with the US Department of Transportation's motor carrier rating system. Kelly Tours is also approved through the Department of Defense to transport and carry troops. Kelly Tours is approaching their 22nd year of service and has expanded to include full service locations in Savannah, Valdosta, Jacksonville and Charleston. During this tenure, Kelly Tours has provided thousands of charters and travel services for varying groups including military, public and private schools, senior citizens, local group events, churches, university sports teams and others.
2. Where do your tours originate?
The Savannah Visitors Center
3. Do you have local ticket offices and/or redemption points?
Tickets can be purchased at the Visitors Center, the Savannah/Hilton Head Island Airport, the Kelly Tours offices or online.
4. How long is your lease on the locations in #2 above?
Annual lease – see attachment 3C
5. When were these locations last renovated?
6. Kelly Tours offices were updated in 2016. The airport desks were updated in 2015.
7. Describe the guest experience when they arrive at your ticket booth or the start location of tour.
When guests arrive, they are greeted by our representative and will see the trolley parked in our slot at the visitor's center. Our representative will have a podium where they can check them in or purchase their tickets before boarding the trolley.
8. What are your customer service hours of operation?
Regular hours are Monday-Friday 9am to 5pm.
9. What happens to calls/emails received after hours?
Kelly Tours has at least one manager on duty at all times including an after-hours emergency line that rings directly to a Kelly Tours staff member should a customer need assistance outside of normal business hours. If one manager is unable to perform the required duties another will step in to ensure all customers are taken care of no matter the time or the date.
10. Describe your process for handling and tracking guest complaints.



In the instance of issues or conflicts that arise and have not successfully been resolved to the customer's satisfaction through the account contact, customers are contacted by:

Ms. Sheri Saleem Scoot
Quality Control Specialist
(912) 964-2010 x 102
sheri@kellytours.com

Ms. Scott documents in writing all issues and responds accordingly. She has the authority to escalate issues as necessary up to directly speaking with the President of the company.

11. What is your minimum service level for responding to guest complaints/compliments?
If the account representative and quality control personnel are not available at the time of the call, the staff person who answered will take down the pertinent details and notify the quality control person for follow-up. If the issue needs an immediate response the contact will be forwarded to the on-call manager who has the authority to resolve the issue.
12. Explain your cancellation and/or refund policy.
Individual trolley tour refunds will be given in full for cancellations up to 24 hours before the start time of the tour.
Airport transfer refunds will be given in full for cancellations up to 24 hours before the start time of the transfer.
Group Tour refunds are dependent upon the type of trip.
Charter transportation - Full refund of deposit if cancelled 30 days prior to departure date. For cancellations made 7 days or less prior to departure date, 50% of the total balance will be charged. For cancellations made once the trip is in progress, there will be no refunds.
13. Please comment on the most recent Trip Advisor postings on your company and tours.
Kelly Tours is not currently listed on Trip Advisor.
14. 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?
Locally we have a local historic Savannah tour, a Hilton Head Island tour and a Rose Hill Mansion Tour. The plan is to implement other unique tour options and add-ons to the daily sight-seeing schedule for which the power of the Gray Line machine will be advantageous to the marketing plan. Working in conjunction with like-minded vendors to enable the website to encourage one stop shopping. Additional day trips will be added on varied days that will include Beaufort, the Golden Isles and Charleston. We also provide girl scout tours, student tours and look to add an African American tour during the weekends and summer months, as well as an illumination tour and evening desert tour.

Country-wide we have an unlimited variations to over the road multi-day programs varying from 3 and 4 day entertainment programs, history tours, to 8 – 15 day adventures to New England, Canada, the National Parks, and fly-trips to Alaska, Hawaii, the West Coast and Canadian Rockies. In addition we arrange over 300 student trips per year.

Our airport division (K-Shuttle) has a booth at the airport and we hold the exclusive contract for shuttling to downtown Savannah and Hilton Head Island. Both are huge for upselling the city tours and optional programs once we are engaged with the Gray Line marketing machine.



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15. If you use third party suppliers, please provide detail on your contractual relationship with them, including liability insurance coverage, indemnification provisions, etc.
16. There is an occasional need to charter extra vehicles for big events and/or seasonal high weekends. Additionally, insured certificates are provided from chartering parties.
17. Please explain any extra services or unique aspects provided on your tour and activity offerings? Narration in foreign language, free box lunch, etc.
Our trolleys are air-conditioned and bottled water is provided to customers. On day trips, snacks and drinks are provided over the road. We do have German and Spanish speaking options for tour guides on an as needed basis.
18. Do you utilize driver/guide, driver + guide, or electronic narration for your tours? If it differs by language, tour or vehicle, please explain
We utilize both driver/guide and driver + guide depending upon the group size. Hands free microphones are utilized. We offer personalized tours and each driver guide and guide has their unique delivery and focus.
19. If you use electronic narration, is it driver or GPS triggered? If GPS, is it include bi-directional triggers?
N/A
20. Do you currently operate HopOn HopOff services? If yes, please describe to include number, type and age of vehicles, number of stops, frequency, etc.
A hop-on and hop-off tour may be possible in the future, at this time we operate a 90 minute sight-seeing option several times a day.
21. What was your passenger count in in 2015, broken down by quarter?
The local sight-seeing portion of the company is new Savannah. 2016 was our first year of operation after finalizing permitting and jumping through the many hoops the city of Savannah requires. 1st Qtr 568/ 2nd Qtr 791 / 3rd Qtr 974 / 4th Qtr 867.
22. Were you profitable in 2014 and 2015?
Absolutely
23. Please describe your safety and maintenance programs.
Lester DuBose, Kelly Tours Safety Manager has over 20 years in the passenger transportation industry. Kelly Tours also has a Quality Control Specialist who reviews every itinerary and driver assignment to ensure they are safe to drive.

Kelly Tours requires all driver applicants to go through Kelly Tours New Hire training and to pass a road test before being hired. Attendance at two Kelly Tours driver training seminars are required each year.
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Kelly Tours has an on-site mechanic, David Diekemper. Mr. Diekemper is in charge of systematically maintaining the equipment at Kelly Tours including periodic servicing, preventative maintenance and troubleshooting. Mr. Roger Inman also assists in servicing the vehicles. Their experience exceeds 27 years in the transportation business, and they have been working with Kelly Tours for over 8 years. Both men are on call for assisting drivers as needed. Because of our motorcoaches and Department of Defense authorization to haul trips, the DOT and DOD inspects all of our vehicles on a periodic annual bases.

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

Our local tours are one of the few provided with climate controlled vehicles. Kelly Tours motorcoach fleet is one of the largest and newest fleets in the low-country. In addition to the standard amenities, each motorcoach is equipped with wi-fi and electrical outlets. Kelly Tours Sales staff meet in person with tour leaders to plan each trip and visit again in person to give a tour specific presentation to answer any questions travelers might have. Kelly Tours has developed proprietary software that allows group leaders to log-in and manage their tours online. It also allows individuals to login and manage their bookings and payments online.

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

The staff at Kelly Tours has been well trained and is very experienced in the student travel and group travel industry. Experience in the industry includes President Don Adams with 29 years, Vice President and Student Sales Manager David Chason 9 years, Motor Coach Operations and Sales Manager Stephen UpDeGraff 12 years, Student Tour Reservations and Operations Manager Emilia Porto 8 years and Motor Coach Sales Manager Cara Sachse 16 years.

The CSR staff at the airport will take and receive phone calls and dispatch all drivers and guides. We currently utilize the Zauzi reservations and tour software to manage airport transfers and local tours. Ginger Wilkins, a long time sales and operations manager for Gray Line of Savannah has been added to the staff to help with Sales and transition to the Gray Line brand.

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

Printed materials are the main marketing device for the company. Our in house graphic design department staffed by Rachael Yates and Bailey Brown create annual catalogs, rack cards, newsletters, and e-blasts throughout the year. 3 sales staff distribute the tour company's rack cards on a monthly basis and touch base with hotels, visitor's centers and bed and breakfasts monthly as well. We have an in house IT department who maintains all hardware and websites for the company. I encourage any type of coaching by the Grayline organization for methods.

12,000 Group Travel catalogs including pre-planned tours groups and individuals can join, are printed annually in November and are mailed to 6,000 subscribers. Additional catalogs are given out at the 20 travel talks, expos and industry meetings attended by Kelly Tours each year.

15,000 Student Travel catalogs including sample itineraries are printed in July and distributed in August to 8,000 teachers and school administrators. Additional catalogs are given out at the 10 expos and industry meetings attended by Kelly Tours each year.

10,000 Trolley Tour brochures and 10,000 airport shuttle rack cards are distributed annually at the airport information center, local hotels and other sites around the Savannah and Hilton Head Island areas.



27. Who do you consider to be your biggest competitors and why?
Old Savannah Tours and Old Town Trolley. Both companies are entrenched in the hotels by providing concierge service (free of charge) and kick backs / commissions to the hotels. Both companies have several free parking positions in town with ticket booth on site. Both companies have been providing tours in Savannah for over 2 decades. Both companies have high overhead.
28. How do you differentiate your products and service from your competitors?
Selling online to customers prior to arrival, state of the art voucher system, selling via hand held devices. Savannah is a destination with many repeat visitors. Selling add-on options to different parts of the city, diverse subject tours, and day trips to visitors will offer repeat visitors something different than the standard trolley tour. This should create additional income in order to invest in some additional ticket booths and options to start creating competition for the face to face ticket sales that will cut into the competitions strong holds.
29. 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?

Terms and Conditions vary by service and may be specific to each tour. They are provided in print for each group tour. For each motorcoach charter they are provided as part of the contract. General questions are answered online in FAQ sections for the different services.
See Attachment 10A – Sample Tour Terms and Conditions
See Attachment 10B – Charter Terms and Conditions

Yes, we do maintain an opt-in database.
30. Are your promotional emails Can-Spam compliant?
Yes. We use Mailchimp to process email marketing campaigns.
31. Please provide a copy of the emails from your most recent email marketing campaigns.
See Attachment 11A – 2016 Christmas newsletter
See Attachment 11B – 2016 Fall newsletter
See Attachment 11C – January 2017 FL teacher campaign
See Attachment 11D – January 2017 SC teacher campaign
See Attachment 11E – January 2017 GA teacher campaign
32. Please describe the training curriculum/process for your drivers, guides, sales and customer contact teams.
Kelly Tours requires all driver applicants to go through Kelly Tours New Hire training and to pass a road test before being hired. Attendance at two Kelly Tours driver training seminars are required each year. The training curriculum is based on information gathered from industry seminars and events, purchased training videos, and any internal issues that need to be addressed or refreshed.



Again, the local sight-seeing is a fairly new division to the company. We have a staff of over 60 CDL drivers and tour directors. Seeking out and developing sight-seeing drivers and guides will require the same principal as we have used with the other division of the company. Proper vetting, testing and training along with good human resources, quality equipment and a family/flexible work environment will allow the company to maintain quality personnel for all aspects of the sight-seeing division. We have substantial staff in place at this time to maintain the work flow. When we need to ramp up, the company knows how to make it happen.

Group Tour Escorts attend an annual training day at Kelly Tours. New hires are required to review the training, assist a senior escort on a tour, and escort a tour while being shadowed by a senior escort before being approved to be hired.

In addition to the one-on-one training provided to new hires, Kelly Tours provides a full day of training for sales and customer contact teams twice each year to review major campaigns for the year, refresh on each product line and introduce any new products or procedures that are in place. This also facilitates discussions on client feedback heard from both sales and customer service representatives and suggestions for improvements are made for the following year.