

Exodus Leader Handbook



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FOREWORD

by Mike James & Richard Astridge



Our Leaders are more than just the face of Exodus; they are also in the unique position of being able to control and enhance the adventures we offer.

As such, Exodus Leaders perform the most important role in delivering quality experiences to our clients. We would like our trips to 'set the standard in adventure travel'. To achieve this bold aim, Exodus Leaders should have:

- the basic skills to complete their role,
- a true understanding of Exodus, our values and our clients,
- a clear knowledge of their responsibilities when leading for Exodus, and
- a passion for delivering exceptional customer service as well as a passion for their country, people or activity.

This handbook lays out all of our standards and expectations for our Leaders and clearly shows how and when Exodus Leaders will be responsible for delivering them.

We expect our Leaders (and those who manage them) to read this handbook, understand its contents, put the standards into practice and work hard to deliver outstanding experiences.

Exodus is proud to have been offering inspirational adventures for over 40 years and we want all our Leaders to share and demonstrate that pride, as no-one can make more of a difference to our clients' experiences than our Leaders.

Mike James, Operations Director

Richard Astridge, UK Leader Manager

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About this document

Who is this handbook for?	The handbook is for all Exodus Leaders, whether employed by Exodus, local operators, PEAK DMCs or freelance. The handbook must also be read by any staff members whose role is to manage Exodus Leaders.
How should it be used?	<p>The handbook should be read at the start of employment or engagement with Exodus and re-read within the first 2 months of starting work with Exodus. Once Leaders are fully trained, a printed copy should be carried by Leaders as a point of reference.</p> <p>Local operators should have a printed copy held on file and it should be used for training and as a point of reference whilst working for Exodus.</p>
Highlighted sections	<p>All sections of this handbook are important as they detail Exodus' full expectations of our Leaders, however some sections are highlighted for different reasons.</p> <p>Grey highlighted boxes are for checklists quick reference. </p> <p>Blue highlighted boxes show the key points that make leading for Exodus different to many other travel companies and are applicable as standard to all Exodus trips around the world. </p> <p>Exodus has created various forms and documents, known as Standard Leader Paperwork, which must accompany the Leader on every tour. Some forms are needed every trip whereas others will be required when necessary.</p>
Supporting documents and Standard Leader Paperwork (SLP)	<p>At various points in the handbook there are references to supporting documents. These are all easily accessible from the Leader pages of the Exodus website and should be downloaded and read as required.</p> <p>Standard Leader Paperwork (SLP) </p>
Supporting Webpage	<p>Leader webpages: www.exodus.co.uk/leaders</p> <p>Note: a user name and password may be required. For all queries regarding Supporting Documents, please contact the Operational Quality team by emailing OQ@exodus.co.uk</p>

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About the company

Quick overview

Exodus is the original adventure and activity holiday company with over 42 years' experience. Exodus enjoys a strong reputation for its exciting product range and itineraries. Exodus has a broad appeal, from experienced travellers looking for active and demanding itineraries, through to those who want to travel at a more leisurely pace.

Key facts about Exodus:

- Exodus was founded in 1974, making Exodus the longest established major adventure travel company in the UK
- Exodus is based in London with over 140 permanent staff
- Exodus is part of Travelopia, a collection of specialist travel companies primarily operating out of the UK and North America
- Exodus operates around 500 trips in more than 90 countries on all 7 continents
- Exodus has global sales outlets for all English speaking markets, but predominantly sells directly to UK clients
- Exodus is known for its specialist activities within adventure travel, including walking and trekking, cycling, winter activities and wildlife holidays.

Our history

- Exodus was founded on 4th February 1974 as an overland travel company, when two friends operated a pioneering journey to the Minaret of Jam in Afghanistan.
- In over 42 years of operation, Exodus has run trips to 136 different countries. From Afghanistan, Albania and Algeria, to Zaire (as it was called then), Zambia and Zimbabwe.
- Exodus now carries over 30,000 customers per year and an estimated total of 400,000 people have travelled with Exodus since the first trip.
- Exodus has changed a huge amount since the exciting early days, but the key principles of exploration and adventure still apply.

Our travel philosophy

Exodus runs trips that see behind the tourist façade and provides experiences that other visitors may not normally access. Where possible we use accommodation with character, a variety of transport options, local Leaders, and we maximise interaction with the local population and their way of life.

The key to offering this type of travel are small group sizes and therefore our normal maximum group size is 16. Smaller group sizes minimise any strain on local resources and the impact on local populations, thus ensuring we travel in a sustainable way.

Customer service

Good customer service is at the heart of the Exodus experience – whilst booking, pre-travel, on the holiday itself and after the trip.

Exodus is proud to work to a Customer Charter. The Charter outlines our promises to our clients at every stage of their experience with Exodus. Below is shown our promise in relation to the holiday itself:

On your holiday we promise to:

- Deliver the holiday we said we would; we will meet or exceed your expectations.
- Provide a Leader who will inform, inspire and share your passion for travel.
- Ensure the safety of all our clients, whilst maintaining a spirit of adventure.
- Operate our holidays responsibly, sensitively and respectfully.
- Give something back through our projects and to our host communities.



Rayselis Rodriguez, Cuba

EXODUS LEADER AWARDS:
Joint Overall Winner 2015
Best Overseas Team 2015

CLIENT COMMENT:

'We genuinely felt cared for and she didn't stop making sure we were having fun the whole time.'



Responsible Tourism

Responsible Tourism is a core value of Exodus' business and ethos. Exodus believes that tourism can be a force for good when sensible and sustainable practices are followed. Exodus has a responsibility to ensure that the positive impacts of tourism are maximised while negative impacts are minimised.

Exodus follows three simple guiding principles:

- We should ensure that communities benefit from our visit
- We should ensure that we do what we can to protect the environments we visit
- We have a responsibility to educate and provide guidance to our travellers

These guiding principles are backed up by our Responsible Tourism Minimum Standards. Exodus also believes in giving something back and has supported many grass roots projects around the world related to community development and conservation initiatives as well as providing emergency relief as a response to natural disasters. Section 6 outlines Leaders' roles in relation to Responsible Tourism.

About our trips

Product Range

On an annual basis, Exodus offers between 400-500 different itineraries and the latest selection of holidays can be found on our website www.exodus.co.uk. The key programmes are as follows:

Discovery & Wildlife. Features well-known adventure travel destinations and more off-the-beaten track trips. Most itineraries include sightseeing, cultural experiences and some gentle activity.

Walking & Trekking. Walks and treks in all of the world's major mountain ranges from the classics such as Mont Blanc, Everest Basecamp, Kilimanjaro and the Inca Trail to more remote mountain ranges.

Cycling Adventures. Road and off-road rides around the world which, apart from our self-guided programme, have vehicle support and are fully guided.

Winter Adventures. Offering unspoilt locations and a variety of snow-based activities including snowshoeing, cross-country skiing, dogsledding and mixed activity weeks.

Family Adventures. A selection of our most popular destinations tailored to suit families. Minimum ages vary, but often start at 5 or 8 years.

Wildlife Encounters. A collection of trips that feature wildlife viewing as a major element. Also includes our polar voyages programme.

Private Adventures. Exodus also operates Private Adventures where the departure date is not on general sale to the public and the group size is therefore dictated by the booking itself. These vary from 2 to over 20 persons.

Small group and non-group holidays

Exodus specialises in small group holidays. Maximum group sizes vary, but the most common maximum group size is 16. Exodus also offers non-group holidays, known as private departures, private groups or self-guided holidays, where the number of clients is restricted to the number of people on each booking. Non-group holidays can be self-guided or may include the services of a Leader.

Activity Level

All Exodus holidays are categorised for difficulty to assist our clients in choosing a holiday that suits their ability, experience and the level of challenge required. More detail on the definition of each level can be found on the Exodus website at www.exodus.co.uk/activity-levels



Activity Level

Activity Levels

Activity Level	Description	Grade Pre-2013
1	Leisurely	A
2	Leisurely/Moderate	A/B
3	Moderate	B
4	Moderate/Challenging	B/C
5	Challenging	C
6	Challenging/Tough	C/D
7	Tough	D
8	Tough/Tough Plus	D/E
9	Tough Plus	E

About our clients

Client specifics

Nationality Most Exodus clients are from the UK (75%); other clients come from Ireland (Eire), Canada, USA, Australia, New Zealand and all across Europe

Age range Expect a wide age range from late 20s to mid-70s. The average age across all Exodus trips is 50 years. In general, cheaper and more active trips have younger average ages, while more cultural, expensive and esoteric trips have older average ages.

Couples Just under half of Exodus clients travel alone, with a similar proportion travelling in couples. A small percentage travel as a group of three or more.

Professions Exodus clients generally come from middle or higher income professions. Many clients are educated to a university level and are already well-travelled.

Client booking patterns

Where the bookings come from. Approximately 80% of Exodus clients booked directly with Exodus, and 20% through travel agents. 86% book in the UK, and 14% from overseas, via two Exodus sales offices in Toronto and Melbourne, or via overseas agents.

With or without flights? 60% of clients who book take a 'flight inclusive' (FI) package which includes return flights from London or regional airports around the UK. Of those who purchase flights, most prefer to join the group flight, but some travel on alternative routes or airlines for a variety of reasons. Clients who do not book flights through Exodus and whose arrangements start and end in the destination are known as "land only" clients (LO).

When clients book. The figures vary significantly according to destination and the cost of the holiday, but overall figures average as follows:

- 25% of bookings are made 6 months or more before travel
- 60% of bookings are made between 6 months and 2 months before travel
- 15% of bookings are made within 2 months of travel

Client loyalty. Exodus has a high level of repeat custom:

- Approximately 60% of bookers are previous travellers
- With 45% having travelled at least once in the last 5 years
- 500 active customers have travelled more than 10 times with Exodus in their lifetime
- Exodus rewards client loyalty with a discount scheme, offering 5% off all future bookings for clients who have travelled more than 1 time, and 10% off all future bookings clients who have travelled more than 5 times.



Danh Nguyen, Vietnam

EXODUS LEADER AWARDS:
Overall winner 2012

CLIENT COMMENT:

'Danh nurtured a safe, family-like tour atmosphere and always went the extra mile to ensure we were happy and had the ultimate experience.'

Minimum requirements for all Exodus Leaders

Appropriate skills and training

All Exodus Leaders are expected to have the following skills and training before they begin leading for Exodus:

- An excellent command of English. Clear and easy communication with our clients is a key requirement for all Leaders.
- Appropriate professional qualifications. Including the applicable certificates where legally required to be employed in the tour leading or guiding profession.
- First aid training. The first aid course attended must be appropriate to the trip(s) Leaders will be leading in terms of the activity involved and the remoteness of the location.
- Exodus training and induction. Each local operator should ensure appropriate training, induction and briefing is given to all Exodus Leaders.

The Leader Induction Module

The Leader Induction Module is compulsory for all new Exodus Leaders. It comprises of various sections with a small test at the end of each section. It gives Leaders an introduction to Exodus and our expectations of Exodus Leaders. The module will help Leaders build on existing leadership skills and knowledge. We expect every Leader to score a minimum of 80% in each test. The Leader Induction Module is accessed via the Leader Webpages.

The Leader Webpages are an important resource for all Exodus Leaders. They are accessed through the Exodus website using the following link: www.exodus.co.uk/leaders
The Leader Webpages contain copies of this handbook, and all other important Leader documents.

Unacceptable Leader conduct

Bribery and corruption. Exodus takes a zero tolerance approach to bribery and corruption.

- Bribery is defined as: giving, offering or promising someone a reward (for example money or favours) in order to influence them to do something to your advantage.
- Similarly, requesting or accepting a reward in exchange for using your influence to benefit someone else is also defined as bribery.
- Employees of Exodus and sub-contractors of Exodus are equally required to avoid bribery or corruption and report its use to Exodus on all occasions.

Relationships with clients. Leaders must avoid intimate or sexual relationships with clients whilst they are working for Exodus. If a breach of this rule is brought to our attention, Leaders will not be offered further work with Exodus.

Illegal acts. Leaders are expected to act within the law of the country at all times and to ensure that all members of the group also remain within the law. This includes the use of illegal drugs.

Alcohol consumption. Leaders may consume alcohol in moderation with the group, but must never be drunk. Leaders must at all times be able to take full responsibility for the group in an emergency situation. Leaders must never consume alcohol prior to driving.

Discrimination. Leaders must avoid discrimination against any group or individual (e.g. those of a different race, religion, gender, sexual orientation or age). This requirement refers to members of the group, other tourists or travellers and the local population.



Samer Hajic, Bosnia

EXODUS LEADER AWARDS:
Overall winner 2013

TIP: 'Use your local contacts and knowledge to add something special to the trip.'

Core responsibilities for all Exodus Leaders

Safety

- Exodus Leaders' primary responsibility is to ensure the safety of all Exodus clients, other staff and themselves.
- This requirement comes before all other responsibilities and Exodus Leaders should be assured that any decisions made by Leaders to ensure the safety of all will be supported by Exodus.
- Further details of Leaders' roles in ensuring clients' Health and Safety is shown in Section 4.

Client care

Exodus Leaders are expected to show concern at all times for the well-being of all clients. This involves taking a personal interest in the needs of all individuals in the group and going out of their way to deal with any concerns raised by the group or individuals.

Being on call. Exodus Leaders should ensure that they are contactable at all times whilst leading a trip.

All Leaders are expected to carry mobile/cell phones and must provide all clients with their mobile number and that of the local operator. Exodus has produced a template (Local Contact Card) that local operators and Leaders should download from the Exodus Leader Webpages.

Local Contact Card



Delivering the itinerary

- Exodus has a contract with our clients which our Leaders, alongside our local operators and other suppliers, are responsible for delivering.
- Exodus Leaders should aim to deliver a trip that follows the description shown in the brochure, website and Trip Notes as far as possible. Failure to do so without good reason may make Exodus liable to compensate our clients.
- All Leaders are required to read, understand and follow the itinerary and descriptions shown in the latest Exodus Trip Notes. The Trip Notes for each trip are available on the Exodus website.

Sharing information

A key responsibility for Exodus Leaders is to communicate with the group. This should be done in three different ways:

- **Formal briefings.** These should be used to pass on practical information about the running of the tour, day to day updates and any essential information. See section 3.
- **Sharing knowledge.** Leaders' knowledge about the country, the people and the places being visited should be passed on to the group regularly and in organised manner. See section 3.
- **Informal conversations and interactions.** Leaders' day to day interaction with the group or individuals and conversations with the people encountered during the trip can greatly enhance clients' experiences and understanding.



Sarah Bull, Italy

EXODUS LEADER AWARDS:

Overall winner 2009
Highly commended 2010 - 12
Runner up 2013
Hall of Fame 2014

TIP: 'You must be able to take a group of 16 strangers and in a trip turn them into a group of great friends.'

Making each trip an Exodus trip

Understand Exodus and our clients

In order to deliver a holiday that matches Exodus' and our clients' expectations, Leaders must have a knowledge and understanding of our company, our travel philosophy and our clients as outlined in section 1.

Understand the role of a Tour Leader

Exodus Leaders are Tour Leaders, not a just local guides, coordinators or facilitators. Tour Leaders should be fully integrated with the group and all aspects of the operation of the trip. 

Exodus Leaders should:

- Look after all of the group's needs.
- Spend the majority of their time with the group while the tour is running, socialise with the group on a regular basis and be available to the group at all times.
- Join the group for all or most meals.
- Learn the clients' first names and use them.
- Ensure the group makes the most of their time (including free time).
- Go the extra mile to give the group an experience of a lifetime.

Surprise and delight your group

Every Exodus trip should include unique or truly memorable elements and all Exodus Leaders are responsible for making this happen. These experiences can be planned as part of the itinerary, but delivered in a way that makes them extra special or unique. Alternatively Leaders can use their initiative and creativity to enhance an itinerary in unexpected ways as opportunities or ideas arise. 

Exodus Leaders should be reassured that when they choose to add to or enhance an experience they will be supported by their managers and by Exodus, as long as: it is safe, within the Leader budget or authorised spend and in the best interest of the majority of the group.

Ways to do this include:

- An early start to give a different perspective on a special site.
- Offer a unique insight into local life by arranging visits to a village, home or school.
- Celebrate a point of achievement (reaching a mountain summit or key site) with an unexpected gesture.
- Find a really memorable location for a meal or picnic.

Brand it an Exodus trip

Most Exodus trips are sub-contracted to local partners, but in all cases the trip should be run as an Exodus trip and not that of the local partner. It is therefore important that the Exodus brand should be visible.

Leader clothing:

- Exodus Leaders should be provided with an Exodus branded polo shirt and at least one other item of Exodus clothing (cap, fleece, t-shirt etc.).
- The polo shirt should be worn on the arrival day, during the main trip briefing and on the departure day and the further item(s) should be worn on a regular basis as appropriate.

Other branded items:

Leaders should ensure that further agreed branded items are in place. These include vehicle signage, hotel noticeboards and stickers, branding on other equipment (tents, bikes, etc.).



Sujan Weerakoon, Sri Lanka

EXODUS LEADER AWARDS:

Team award 2013

CLIENT COMMENT: 'He was a key factor in making the holiday so enjoyable.'

Being a great Exodus Leader

Exodus requires all our Leaders to meet the minimum requirements, understand their key responsibilities and make their trip an Exodus trip, but being a great Exodus Leader is a harder thing to achieve. Great Leaders will need to have the right combination of the below.

Character and motivation:

- To genuinely care that clients have the best possible experience, and for their sole motivation whilst leading to be maximising clients' enjoyment.
- To care about all clients as individuals.
- To have a genuine passion and enthusiasm for the subject or area of expertise.
- To always want to fine-tune and improve upon their work and the experience they deliver.
- To thrive on the hard work required to deliver an outstanding experience.

Actions and skills

- To do the job with energy and enthusiasm.
- To try to think like Exodus clients and to empathise with clients' feelings and reactions.
- To understand the importance of giving clients a real insight into the country, where possible through participation and interaction.
- To understand that the role is to show clients things they won't see on other tours or learn in a guidebook.
- To have a willingness to venture 'off script', and to think creatively to provide a unique and special experience.



Alvaro Saiz, Spain

EXODUS LEADER AWARDS:

Joint Overall Winner 2015
Runner Up 2014

CLIENT COMMENT:

'His passion for the mountains and the wildlife of the Picos De Europa was truly infectious and made our hikes fascinating.'

Preparing for a trip

Standard Leader Paperwork (SLP)

Leaders must carry key paperwork with them for the duration of the tour. Some of these documents and forms are needed every tour whereas others are only required when necessary. The Standard Leader Paperwork Summary explains which ones are needed and when.

Standard Lead Paperwork Summary

The documents below make up the SLP:

- **Leader Notices (Welcome and Daily Reminder)**
 - Notices for leaders to place in the hotel reception area to communicate important information with the group (more on the next page).
- **Customer Travel Insurance Record**
 - For gathering customer insurance details and medical conditions at the start of each trip.
- **Local Contact Card**
 - Local emergency contact details cards for use on all Exodus trips
- **HEF reminder Card**
 - To be given out to each customer at the end of every trip to remind them to fill out their HEF.
- **IMRC**
 - A reference card for Exodus' leaders and operators to refer to on how to appropriately manage incidents.
- **Leader Handbook**
 - A complete guide for all tour leaders on how to run Exodus trips.

Other documents

- **Exodus Trip Notes**
 - The current ones should be downloaded from the website and carried with the Leader. Remember that these form part of the contract between the client and Exodus and the trip should be following the itinerary as set down by the Trip Notes.
- **Tour Leader Notes (if applicable)**
 - If these have been written for the trip by a previous leader, they can be invaluable for passing on information between leaders.
- **Tour Manifest**
 - Leaders should be sent this document from their operations contact.
- **Occasional Forms**
 - **Client Release Form**
 - For when a client chooses to leave a trip and will no longer be in the care of the leader.
 - **Hazardous Activity Form**
 - To be used when a client intends to take part in a hazardous activity that has not been approved by Exodus.

Passenger information and tour manifests

Leaders will be provided with an Exodus tour manifest by their operations contact. As far as possible this should be obtained a few days in advance, so any queries can be followed up before the group arrives. The information normally available on the manifest is as follows:

- Full passenger names (as on their passports).
- Rooming arrangements.
- Date of birth and full passport details (if required for the tour).
- Transfer arrangements for all clients.
- Any declared dietary requirements or medical conditions.
- Equipment hire details.

First Aid

All Exodus Leaders are expected to carry First Aid kits in accordance with the Exodus First Aid Policy (www.exodus.co.uk/operators). It is important that the items in the first aid kit are routinely checked for serviceability and replaced as necessary. In the event of an emergency, Leaders should refer to the Incident Management Reference Card (IMRC) which will be covered in Section 5.

The start of the trip

Meeting the group

It is important that Leaders work hard to ensure the first 24 hours are as welcoming & smooth running as possible. Leaders should understand that clients may well be uncertain or anxious at this stage.

Meeting the group flight at the airport

Exodus designates a group flight from London for all trips. Usually the majority of clients will arrive on this flight, but clients may arrive from a range of countries and on a range of flights.

All Leaders are expected to travel to the airport to meet the group flight unless specifically agreed otherwise. When meeting clients at the airport Leaders should:

- Wear the Exodus polo shirt, hold an Exodus meet and greet board, and make themselves visible.
- Introduce themselves to each client as they arrive and tick the names off on their list.
- Clearly explain the onward travel arrangements, making reference to the journey time, drinking water arrangements and toilet stops.

Changing money at the airport. Make it clear to clients if it is recommended they change or withdraw money at the airport or on arrival at the hotel.

Missing clients. If a client does not arrive at the noted time, Leaders need to do everything possible to find out why. Leaders should only leave the airport once all attempts to find the missing clients have been made and suitable follow up arrangements have been put in place.

Lost baggage. If baggage is lost, Leaders should ensure that clients immediately report it to the airline and that they obtain and complete a Property Irregularity Report (PIR). All assistance must be given to clients with lost baggage and any lost luggage must be reported to the local office.

Meeting all other clients

- Where Leaders have clients' flight details, they should check transfers are arranged according to the booked services.
- In any group there are likely to be clients meeting the Leader at the start hotel. It is therefore compulsory on all Exodus trips for Leaders to put up a Welcome Notice in the hotel reception.

What to include on a Welcome Notice

- Your name, mobile phone number and room number if applicable.
- The phone number of the local office.
- The group arrival details.
- Timing and location of the main briefing.
- Instructions on where to change money, buy water or get a meal if appropriate.
- A short list of things to do during any spare time.

Arrival Briefing

It is likely that Leaders will have most, but not all, of the group with them when arriving from the airport at the hotel for the first time. In this case the briefings should be split into a short Arrival Briefing and a Main Briefing.

Section 3 How to run an Exodus trip

Arrival Briefing

The Arrival Briefing should give an appropriate amount of immediate information to those present until the main briefing takes place. It should be short and concise whilst giving clients all the relevant information they need to feel safe and be able to relax.

What to include in an Arrival Briefing



- Explain that there will be a Main Briefing later (time, location and what to bring).
- Check that clients have the correct local time.
- Explain the location of key hotel facilities.
- Tell clients where to buy drinks/snacks and obtain local currency.
- Give clients your phone number or room number.
- Explain what is happening next.
- Hand out the room keys last.

Main Briefing

Soon after the whole group is assembled, Leaders must hold the Main Briefing. Providing a detailed Main Briefing is important because it:

- Allows clients to relax in the knowledge that they are in safe hands.
- Provides the answers to the most common questions, without clients having to ask.
- Shows that the Leader is in control and has considered and planned for all eventualities.
- Allows the Leader to set expectations for certain parts of the trip that may be unexpected or disappointing.

Standard Main Briefing format



- When conducting the briefing Leaders should wear a piece of Exodus branded clothing.
- It should be held at the first suitable opportunity and within the first 24 hours of arrival.
- Unless there are unexpectedly late arrivals, ensure the whole group is present.
- Leaders should use written notes to ensure all points are covered.
- It should be conducted in a quiet area, all clients should be seated and within earshot.
- The duration should be between 30 and 45 minutes.

Minimum Main Briefing Content



Introductions

- Introduce yourself (include a bit about your background)
- Mention other local staff the group will meet (other guides, drivers, cooks etc.)

Brief orientation

- Hotel location in relation to key sites (city centre, monuments, banks etc.)
- Point out key hotel facilities (if not already done)

Trip details

- Overview of itinerary with included and optional activities
- Activity briefing for walking, cycling etc. (pace, stops, safety, route finding etc.)
- Transport
- Expected weather conditions
- Luggage, clothing and equipment
- Further daily briefings

Money

- Obtaining local currency (current exchange rates)



Ilse Alt, Norway

EXODUS LEADER AWARDS:
Highly commended 2011

CLIENT COMMENT:

'Her enthusiasm is infectious and the energy she inputs to the trip goes way beyond any expectation, I cannot praise her highly enough.'

Main Briefing

- Estimated amount required
- Security (hotel safes, keep valuables on your person etc.)
- Tipping (group tipping kitty or general tipping)

Meals

- Included meals
- Where taken and how arranged (group meals or individual)
- Dietary requirements (confirm with clients)

Accommodation

- Overview to set expectations
- Reporting problems with rooms or tents

Ground Rules

- Time keeping
- Sensitive behaviour (photography, dress codes etc.)

Safety issues

- Health and hygiene
- Pre-existing medical conditions
- Personal safety and security

Pre-trip checks and paperwork

Collecting clients' travel insurance details

If a client becomes ill or injured and requires medical assistance, their insurance provider needs to be contacted to provide cover. In certain circumstances clients may not be able to do this for themselves, it is therefore imperative that Leaders make a record of all clients' travel insurance details at the start of the trip.

- Collecting insurance details is mandatory for all leaders. Clients should not be allowed to participate in any activity until their insurance details have been collected.
- Leaders must collect these on the first day of the trip, normally at the Main Briefing.
- Exodus has a Customer Travel Insurance Record, available on the Leaders Web page, that all Leaders are strongly encouraged to use for this purpose.
- Key details to be collected are the name of the insurer, the name and telephone number of the emergency assistance company, and the clients' policy number.
- Leaders should point out any key parts of the trip that could be excluded from normal cover, e.g. any time spent at altitudes (over 3000 meters) or any included activities that may be categorised as hazardous.
- Leaders are not required to check the validity of individual clients' policies.



Johnny Villalobos Munoz,
Costa Rica

EXODUS LEADER AWARDS:
Runner Up 2015

CLIENT COMMENT:

'Johnny quite literally made my recent trip to Costa Rica. His encyclopaedic knowledge and infectious enthusiasm for everything about his country were impossible to resist.'

Customer Travel Insurance Record

Travel Insurance for Operators & Leaders



Individual client requirements

Medical conditions

Leaders should ask all clients to declare any pre-existing medical conditions, even if the condition is under control or unlikely to be an issue on the tour. Clients can note any medical conditions on the back of the Customer Travel Insurance Record, but Leaders should also ask clients to speak to them directly and confidentially at the end of the main briefing to add any further detail including details of any medication clients may be taking.



Section 3 How to run an Exodus trip

Pre-trip checks and paperwork

Dietary requirements

Dietary requirements will normally be noted on the tour manifest if clients have declared them, however all Leaders are required to ask clients to reconfirm dietary requirements after the Main Briefing. Leaders must then ensure that they clearly understand the requirements and if necessary must obtain a list of food types that clients can and cannot eat.

Individual arrangements (e.g. travel services or equipment)

Some clients will have requested and booked individual arrangements through Exodus. These may include trip extensions, single supplements or equipment hire, such as bikes or trekking items. Leaders must be aware of all individual arrangements and ensure they are provided correctly.

During the trip

Further briefings

Regular briefings are crucial to the smooth running of a trip and to clients' enjoyment; clients who are fully informed about plans or arrangements will be much more relaxed. 

Daily evening briefings

Each evening at a set time, after ensuring the whole group is present, Leaders should discuss the plans for the following day.

These briefings should cover the following:

- Key timings (wake up and breakfast etc.) and estimated timings for the rest of the day.
- A list of what clients need to pack or have with them for the day.
- Information about where meals will be taken and approximate timings.
- An overview of any highlights and a warning of any difficulties or uncertainties.
- A Daily Reminder Sheet can also be completed and displayed prominently to remind the clients of timings and information for the next day.

Re-caps and reminders

At various points during the day Leaders should re-cap, update or remind the group about the arrangements for the rest of the day so that the group knows what is coming up next. E.g. what is next on the itinerary, what the terrain is going to be like, how far or how long before the next stop. Each time the group stops somewhere, Leaders should let the group know how long the stop will be and give a time to re-group for departure.

Daily Reminder Sheet



Sharing knowledge, insight and skills

Exodus clients travel to learn, understand and challenge themselves, and Leaders play the key role in all of this by sharing and passing on their knowledge. Leaders need to think about the best ways to do this. 

Knowledge and insights about a country

Clients want to learn about and understand their destination. As well as seeing the sights, they want to know about family life, education, healthcare, current affairs etc. Depending on the trip, Leaders will also be required to provide information on history, geography, wildlife, architecture and religion etc.

Skills on active or special interest trips

Leaders should help clients to improve their skills or understanding of the main activity or theme of a trip. This might include teaching certain skills, offering tips or sharing expertise.

Sharing knowledge, insight and skills

Methods of sharing knowledge, insights and skills

Group explanations and discussions

- Leaders need to pass on their knowledge in a way that is interesting and engaging, and try to avoid long or formal lectures.
- This should be done at key points in the trip, at sites of specific interest or through informal briefings or discussions in the evening.
- This is hard to achieve on some trips and Leaders will need to look for specific opportunities to talk about issues e.g. discussing education whilst visiting or passing a school, rural or village life whilst walking through a village or religion upon seeing a shrine or temple.

Interaction and participation

An even better way to give clients real insight is through interaction with local people and participation in activities. These will often be clients' most memorable holiday experiences. Leaders must use their imagination and local knowledge to make these happen. Examples include:

- Arrange a cooking lesson using local ingredients.
- Stop at a local school to observe or even join in classes.
- Join in with a local activity – harvesting crops or participate in a local festival.
- Teach the group some of the local language.
- Keep a written tally of all the animals spotted.
- Visit a local family – even a Leader's own family.

Group management

Managing time

- Exodus clients want to make the most of their time on holiday and expect their Leaders to be organised and thoughtful about how time is spent and allocated.
- This means maximising quality time – where clients are experiencing the most enjoyable parts of the trip – and minimising wasted time.
- Wasted time could be waiting for a Leader to make arrangements, waiting for other clients or waiting for suppliers.
- Where there is a lot of free time or a long period of free time, Leaders must ensure that clients are able to make the most of this with interesting activities.

Managing group dynamics

Most Exodus groups are made up of like-minded individuals who understand the benefits and occasional compromises of group travel, however Leaders will need to manage a group to ensure the best outcome.

Making choices for the group

Occasionally a Leader will be presented with a number of options about how to proceed. Leaders are in a position to guide group choices, based on their own experience, to ensure the whole group gets the best experience possible. It is best for Leaders to make firm decisions on behalf of the group and asking the group to vote is definitely not encouraged. However it is important that Leaders manage to create a group consensus, so Leaders should explain their thinking behind their decision-making.

Dealing with negative comments and complaints

If a client or group raise a concern it is important to listen and to try to deal with it. Leaders may need to make a judgement about how valid the issue is, but in all cases Leaders are encouraged to show appropriate concern and to address the issue.

Money issues

Tipping local staff

- In some countries it is standard practice to tip people involved in the provision of services. Exodus believes that tips should only be offered for good service and not for indifferent or poor service, and that tips should not be used to subsidise low wages.

Section 3 How to run an Exodus trip

Money issues

- Leaders should ensure that Exodus clients are given the opportunity to tip without embarrassment or pressure. Leaders should give guidance and assistance to make that process as trouble free as possible for the group.
- Exodus Trip Notes give advice on tipping where it is common and Leaders should ensure that the advice they give is within those guidelines.

Using a tipping kitty



A tipping kitty is an amount of money collected at the start of the trip from each client, which is used to tip various local staff. e.g. hotel porters, local guides and drivers etc.

- A tipping kitty is optional and Leaders should suggest using a tipping kitty only where it is mentioned in the Trip Notes.
- Leaders should offer to administer the tipping kitty, but must always ask first to see if any member would like to do it on behalf of the group.
- The amount collected per person should normally cover all tips for the duration of the trip.
- A tipping kitty must be fully accounted for. All amounts must be written down and must be available to be viewed by the group at any point. Using the tipping kitty money for personal gain is classed as unacceptable conduct.
- Leaders may suggest to the group to use the tipping kitty for additional purposes such as purchasing shared drinking water, snacks and tea.

Tips for Leaders

Leaders must not request, illicit tips or suggest amounts for themselves at any time. Exodus Trip Notes encourage clients to tip Leaders if they are happy with the service provided and often recommend suitable amounts.

Shopping and commissions

- Visits to shops, emporiums and handicraft cooperatives should be limited to where they are mentioned in the Trip Notes or where a request has been made by the whole group.
- Exodus does not condone Leaders or drivers taking commission from shopkeepers following clients' purchases and Leaders should declare to the group any personal interest they may gain from visiting a shop.

Managing suppliers and services



Liz Proctor, Morocco & Italy

EXODUS LEADER AWARDS:

Runner Up 2014
Highly commended 2010 and 2011

CLIENT COMMENT:

'Used all her experience and local knowledge to allow us to make the absolute most of the trip.'

It is a Leader's responsibility to manage the suppliers and services as best as they are able to ensure that clients receive services that are safe, as described in the Trip Notes and adapted to individual requirements where possible.

Meals

Meals may or may not be included in the cost of the holiday, but Leaders are responsible for ensuring that the meals provided are an enjoyable and memorable part of the experience, specifically this means that Leaders should:

- Join the group for meals, unless specifically agreed with Exodus otherwise.
- Suggest optional group meals each evening (if meal arrangements are not included), allowing clients to choose to eat with the group or independently.
- Choose group meal locations carefully, bearing in mind authenticity, cost, quality and hygiene.
- Plan how individual bills will be settled where the cost of the food is not included.
- Confirm that any specific dietary requirements will be suitably provided for, if necessary explaining the requirement directly to the waiter or chef.

Accommodation

For hotel based trips, Leaders' responsibilities are as follows:

- Always tell the group their own room number and be available for approximately 10-15 minutes after rooms have been allocated to deal with any problems.

Managing suppliers and services

- Deal with any complaints about rooms or services as sympathetically as possible.
- Manage clients' room requirements including:
 - Ensuring clients who have paid a single supplement get the same or better rooms than other clients who have received single rooms by default.
 - Ensuring that single clients sharing a room are given twin beds.
- Trying to accommodate requests for double beds for couples.
- Understand the Exodus Health and Safety Minimum Standards relating to accommodation (Section 4) and deal with or report any serious risks immediately.

Other accommodation – e.g. camping, mountain huts, homestays, tea houses and lodges

Many trips use non-hotel accommodation. Leaders should ensure they brief clients appropriately on any key issues related to the type of accommodation (e.g. how to pitch the tents, standard etiquette on a homestay experience) and should take ultimate responsibility for clients' comfort and safety.

Transport

For road transport, usually in the form of privately contracted buses, Leaders should ensure the following:

- Enough seats for all clients must be provided.
- Clients should be encouraged to change which seat they use from day to day to minimise any possible conflict regarding seat choice.
- Drivers must check and clean their vehicles on a daily basis.
- Drivers and Leaders must plan appropriately for long journeys, in terms of toilet & refreshment stops.
- More detailed transport safety requirements are shown in Section 4 Road transport safety checklist.

Other transport – e.g. boats, trains, flights, taxis

Many trips use a variety of other transport methods. Leaders should ensure they brief clients appropriately on any key aspects related to that mode of transport (e.g. life jackets on boats) and should take ultimate responsibility for clients' comfort and safety.

Sightseeing and activities

Sightseeing



When visiting historical sites, exploring cities or discovering a special environment, it is important that Leaders deliver the experience in a way that reflects Exodus' travel philosophy. Below are some suggestions:

- Aim to use a mixture of guided explanations and free time for individual exploration.
- In cities or towns, lead an orientation walk or hand out maps so that people can locate key areas to visit themselves.
- Try to conduct the visit differently to other tourists. Use a side entrance, start early or stay late to give clients a different experience. Visit the quieter parts as well as the most well-known areas.

Optional activities

Optional activities can add real value to clients' experiences. Whilst optional activities may not be included in the cost of the holiday, Leaders must ensure that clients are able to take advantage of any activities mentioned in the Trip Notes. It is a Leader's responsibility to:

- Read the Exodus Trip Notes in relation to the optional activities listed.
- Give clients details about optional activities in advance.
- Assist clients to book any optional activities and any associated arrangements (transport, where to meet and what to take).
- Take careful note of any safety concerns (see Section 4).



Lam Nguyen, Vietnam

EXODUS LEADER AWARDS:
Highly commended 2012

CLIENT COMMENT:

'Lam was just perfect. He really explained his choices (i.e. cycling course, hotel and restaurant choices) and I always felt he took the best decision in the current situation.'

The end of the trip

Promoting client feedback

Gathering and analysing client feedback following their holiday is essential to providing holidays that exceed client expectations. Leaders perform a key role in helping Exodus get the highest possible response rate from our clients.



Holiday Evaluation Forms (HEFs)

- Leaders should explain how the feedback process works to the whole group. Explaining that clients who have provided email addresses to Exodus will receive an email with a link to the on-line feedback and how clients who have not provided an email address can leave their feedback.
- Leaders should suggest that clients complete their on-line feedback within a week of their return and explain that all clients who submit their HEFs within two weeks will be entered into a £500 monthly prize draw in Exodus vouchers.
- A suggested simple Leader briefing is available as a supporting document on our Leader Webpages.
- A HEF reminder card has been produced which you can hand out to clients at the end of the trip.

Holiday Evaluation Form Leader Briefing document



HEF Card



A summary of each trip is produced approximately two weeks after the end of each trip. It is read by at least two staff members in the Exodus office and shared with local operators on a regular basis. The scores and comments are analysed to assist Exodus and local partners in spotting good and poor performance, and to highlight areas of possible improvement.

Web reviews

Exodus provides clients the opportunity to post a review of their trip on the Exodus website. This helps other travellers choose the appropriate trip and acts as a powerful endorsement. Leaders should encourage clients to complete a web review if they wish to do so. Clients are asked 4 questions and to give the trip a star rating out of 5.

Clients' onward travel arrangements

At the end of the trip Exodus Leaders should ensure that all clients are safely delivered to their correct departure point, for many clients this is the airport.

- At the end of the trip, Leaders should accompany clients travelling on the group flight to the check-in desk at the airport and should (as far as possible) remain with clients until they are all checked-in.
- If security arrangements mean Leaders are not able to enter the check-in area, clients should be given the Leader's mobile number or that of an appointed airport representative.
- If any client is not able to check-in or the whole flight is delayed or cancelled, Leaders must offer all possible assistance until new arrangements are made. If Leaders are not able to assist, they must ensure the responsibility is passed to the local operator or Exodus.

Leader feedback and follow-up

All Leaders should provide written feedback to their operations contact after each departure. Key categories to be covered are:

- Follow-up reporting of any accidents or incidents.
- Report any Health and Safety concerns or 'near misses' (potentially serious incidents which have been narrowly avoided).
- List any corrections to the Exodus Trip Notes or Leader notes.
- Suggest improvements for the trip.

Any client specific forms (hazardous activity or client release forms etc.) should be handed to the operations contact.

Key Health and Safety responsibilities of a Leader

As a tour operator, Exodus has a moral and legal responsibility to safeguard the well-being of our clients.

Leaders can do more than anyone to ensure that all trips are run safely and with the minimum of risk to clients and other staff.

1. To comply with Exodus' Health and Safety standards

Leaders must comply with all local legal requirements, but there are a few areas where Exodus sets minimum standards that go beyond the normal legal requirements in some countries. Leaders should be aware of these standards and take appropriate action where standards are not being met.

Examples: Exodus seatbelt policy (see 'Transport Safety' page 18). Exodus safety standards on hazardous activities will normally be aligned with international standards rather than any local standards.

Each trip operated by Exodus has a risk assessment document which analyses all potential hazards and adds specific control measures to reduce those risks as appropriate. In many cases Leaders will be fully or partially responsible for delivering those control measures. Leaders should request these from their operations contact so they are aware of the control measures expected.

Examples: Control measures include giving clients safety briefings, being aware of current travel advice issued by the UK Government and checking clients' equipment prior to commencing an adventurous activity.

2. To be responsible for appropriate decision making

Leaders will often be required to make certain decisions in order to ensure clients' safety, from dealing with regular every day occurrences to managing an emergency situation.

Examples: Cancelling or amending an activity due to extreme weather conditions. Asking an individual client to opt out of an activity where they are unlikely to be able to complete it safely. Following inspection, asking for a replacement vehicle on safety grounds. Taking the correct decision in an emergency situation.

3. To brief clients on risks and appropriate control measures

Where significant risks have been identified, Leaders should explain these risks and advise clients of any actions needed to safeguard themselves.

Examples: Leaders' safety briefings should cover topics such as risks related to drinking water, food hygiene, altitude or avoiding crime.

4. To report Health and Safety concerns

Where Leaders identify a new or increased risk, they should try to minimise the risk through their own actions; where this is insufficient, they must report it to the most appropriate person, e.g. a hotel manager, their operations contact or the local authorities.

Examples: Poor safety standards on an activity provided by a local specialist. A boat or vehicle that is in a dangerous condition. Another Leader acting in a way which might endanger clients.



Suresh Bandara, Sri Lanka

EXODUS LEADER AWARDS:

Overall Winner 2014

Team Award 2013

CLIENT COMMENT:

'Nothing was too much trouble and he appeared to work from dawn to dusk ensuring the day ran smoothly.'

Standard Leader safety checks

Accommodation safety

Whilst Leaders are not normally involved in the choice or booking of accommodation, they are in part responsible for ensuring that the service does not fall below our minimum standards. If Leaders notice a potential risk, they should speak to the accommodation management about it. If no solution is found, they should inform the group about the risk.

Further briefings

Accommodation safety checklist

- Does the accommodation have a means to raise the alarm and/or a designated person responsible for clients' safety if evacuation is required?
- Does the accommodation have a means of escape immediately available and free from obstruction?
- If the building is over three storeys (ground, 1st floor, 2nd floor, plus one or more other) does it have a designated fire escape in addition to the main stairs?
- Are fuel powered boilers located in or close to sleeping areas or bathrooms? If so Leaders must report this immediately.
- If there is a swimming pool, are there safety notices or depth markings? If not Leaders must warn clients about pool safety.
- Are any other obvious risks present, e.g. exposed live wires, unprotected drops from balconies, walkways or stairs, or a lack of security?
- Are there any hygiene concerns in the accommodation, e.g. animal infestations, waste disposal or kitchen hygiene?

Transport safety

As above, although Leaders are not normally involved in the choice of booking of transport, they should use the checklist below as a guide to checking the vehicles so as to ensure that they do not fall below our minimum standards. If a potential risk is found, the Leader should speak to the transport provider immediately. If no solution is found, they should inform the group about the risk.

Road transport safety checklist

- Ensure that the vehicle appears to be in a safe condition by visually checking the following: wheels, tyres and tyre tread, lights, windscreen and mirrors.
- Ensure fully functional seatbelts* are available on all seats and that the clients are told to wear them at all times.
- Ensure the luggage is stored safely to avoid injury or theft.
- Raise a concern if drivers appear unsuitable in terms of skills, experience, age or qualifications.
- Ensure the driver is handling the vehicle safely in terms of driving style, speed, general behaviour and taking suitable breaks.
- Ensure the driver does not use a mobile phone whilst driving.



Freddy Camera, Cuba

EXODUS LEADER AWARDS:
Runner Up 2014
Highly commended 2010

CLIENT COMMENT:
'He went above and beyond one of the best tour guides I have ever been with...'

*Note on seatbelts. Exodus' standard policy is that all group transport should have working seatbelts fitted on all seats. Exceptions to this rule must have been agreed in advance with Exodus. Leaders must ensure that the policy is adhered to.

For any boat travel, appropriately sized lifejackets must always be available for all the passengers on the boat. Leaders must make themselves and the group aware of the location of the lifejackets, and if necessary check their suitability.

On a few trips the main focus is a potentially hazardous activity such as off-road cycling, dogsledding or mountaineering, but most hazardous activities are undertaken as single day activities (usually optional but sometimes included). Common examples include rafting, canyoning, paragliding and hot air balloon rides. Hazardous activities are normally provided by an external local activity specialist.

Hazardous activities

When arranging hazardous activities:

- The activity must be listed in the Exodus Trip Notes and the activity and supplier must have been approved by Exodus or the local operator.
- If Leaders are asked to assist clients in arranging an optional activity where the above criteria have not been met, Leaders should explain this and if clients wish to continue with the arrangements, clients should be asked to sign the Exodus Hazardous Activity Form.
- Leaders must assess and feedback any safety concerns in relation to the activity supplier.
- Clients should be told to check if their travel insurance will provide cover. Leaders should note that Exodus travel insurance provides cover for any activities that are listed in the Trip Notes.

Exodus Hazardous Activity Form



Other risks

Health risks

Leaders should be aware of any health risks that may be present on Exodus trips and should:

- Be aware of any common health risks that may affect clients and know how to prevent or treat problems. This may include diseases such as Malaria or Bilharzia, or environment-related conditions such as hypothermia, sunstroke or altitude sickness.
- Be aware of any pre-existing medical conditions within the group. As shown on page 11 this information should be requested at the Main Briefing. Leaders must speak to any individuals who declare conditions to gain a clear understanding of the condition.
- Be aware of the details of local emergency services and how to contact them.
- Carry the required first aid or medical kit with them during travel and activities. Please refer to the previous section on page 9 with regards to first aid or medical kits.

Avoiding crime

Leaders have a responsibility to ensure that clients are not exposed to a significant risk of crime. This may include:

- Briefing clients to avoid known high risk crime areas.
- Briefing clients to behave in certain ways in certain locations, e.g. to remain in a group or in pairs, or how to avoid giving offence which may incite violence.
- Briefing clients to be aware of common scams that might endanger their safety.



Valerie Parkinson,
Nepal and Ladakh

EXODUS LEADER AWARDS:
Hall of Fame 2013

CLIENT COMMENT:

'If Exodus is in the business of making tourists into travellers then Valerie epitomises this ethos.'

Planning for the unexpected

Exodus expects Leaders to be able to handle unexpected situations in a way that maintains the safety of the group, as well as minimising disruption to the tour. Exodus expects Leaders to think through what could go wrong in advance of their trip and discuss it with their operations contact so they have a simple plan for:

Common problems

Examples: activities cancelled due to poor weather, transport failure, a client or staff injury.

Serious incidents and emergencies

What kind of major incident is most likely on this specific trip? Are the risks appropriately controlled and what plans are in place to deal with potential incidents? Examples: vehicle crash in a remote area or incident on a hazardous activity.

Common problems

Logistical issues

Changing local security situations

Exodus follows the travel advice provided by the British Government's Foreign and Commonwealth Office (FCO). Should the advice change during a trip, Leaders will be given specific instructions by their operations contact.

On trip disruption

Where disruption to the itinerary or activities occurs, Leaders should:

- Explain the reason for the disruption to the group and explain what they are doing to cope with the disruption.
- Use their knowledge, contacts and training to make an appropriate plan for the group that ensures the group's safety and maintains the integrity of the itinerary as far as possible in conjunction with their operations contact.
- Inform their operations contact about any delay or change in plan and check (as far as possible) any plan that involves extra cost with their operations contact and with Exodus if necessary.

Arrival and departure flight problems

Standard Leader procedures for managing flight arrivals and departures are shown in Section 3. Whilst clients' flight arrangements may be made by Exodus, independent travel agents or clients themselves, Leaders have certain responsibilities to all group members, including customer care following flight delays and support for retrieving lost luggage.

Client issues

Asking clients to opt out of an activity

Many Exodus trips include activities that may be strenuous or require certain levels of skill or fitness.

- Where a client is likely to struggle with an activity in a way that is likely to impact on their or the rest of the group's enjoyment, Leaders should recommend the client does not participate.
- Where a client would put themselves or the group at risk by taking part, Leaders must tell the client that they cannot participate.
- Please refer to the current trip notes for further information on this topic.

Clients having to leave the group due to poor health (illness or injury)

- Leaders must ensure that ill or injured clients are accompanied by appropriate staff to proper medical care (if it is required) and that the local operator is informed and takes charge of further care.
- In these circumstances leaders **should not** ask these clients to sign a Release Form (see opposite).

<p>Client issues</p>	<p>Clients choosing to leave a trip</p> <p>Clients may choose to leave a trip for their own reasons (personal reasons or dissatisfaction with the trip). When a client chooses to leave a trip Leaders should:</p> <ul style="list-style-type: none"> • Discuss the reasons for leaving, if the client wishes to, and attempt to address any issues before the client makes a final decision. • If the client is certain of leaving the trip, ask the client to sign the Release Form. • Assist the client to reach their point of departure (airport, capital city etc.). <p>Asking clients to leave a trip</p> <p>Leaders have the authority to ask clients to leave a trip if their behaviour is affecting the safety or severely affecting the enjoyment of other group members, or if the client is involved in any unlawful activity. This authority should, as far as possible, only be used following consultation with the Leader's operations contact and with Exodus. Leaders should ask the client to sign the Release Form.</p> <p>Clients leaving the group in a remote area</p> <p>Where clients need to leave the group in a remote location, Leaders must take extra care to ensure clients' wellbeing until they have reached a point of safety. Clients must be accompanied, the plan must be fully explained to them and they must have a full list of phone numbers.</p> <p>Release Form</p> <p>The Release Form asks a client to confirm that they are leaving a tour of their own choice. It is intended to make it clear to all parties that Exodus is no longer responsible for the clients' well-being.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Client Release Form </p> </div>
<p>Reporting common problems</p>	<p>Any of the above situations must be reported to Leaders' operations contacts and then to Exodus. Exodus' Customer Services team will normally write to or phone clients who have experienced any of the above and therefore the team needs to be informed of the details as soon as possible (before the end of the trip).</p>

<h2 style="text-align: center;">Serious incidents and emergencies</h2>	
<p>Overview</p>	<p>One of the Leader's most important roles is to take charge in the event of a serious incident or emergency. Exodus categories incident severity with a colour code: Green, Yellow, Orange and Red. Explanations and examples of each category are shown in the Exodus Incident Management Reference Card (IMRC). This card provides Leaders with a short description of their roles and actions in the event of any incident.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Incident Management Reference Card (IMRC) </p> </div>
<p>Planning</p>	<p>Leaders should ensure they have appropriate and up-to-date contact numbers immediately accessible, preferably as a printed list and saved in their phone contacts list. This should include local emergency services, standard and out-of-hours numbers for the local operator, and Exodus.</p> <p>Leaders should also carry the IMRC with them on every trip.</p>
<p>Managing accidents and other medical emergencies</p>	<p>An accident or medical emergency should always be dealt with by Leaders as their top priority.</p> <ul style="list-style-type: none"> • Leaders and the local operator are responsible for first aid and immediate care, including the choice of, and then transportation to, appropriate medical care. • The local operator (or Leader) is obliged to contact Exodus preferably by phone as soon as practicably possible according to the process on the IMRC.

Section 5 If things go wrong

Managing accidents and other medical emergencies

- Exodus will ensure that they are directly in touch with the injured client and those involved with their care; either the Leader or a representative of our local operator.
- Once a client has reached hospital, their travel insurance provider or medical assistance company must be contacted; this can be done by the client, a travelling companion, the Leader, the local operator or Exodus.
- If contacting the medical assistance company, Leaders should note the following:
 - Refer to the Client Insurance Details form to get the details of the medical assistance company and note the client's policy number. The emergency assistance company may also ask for their home address and date of birth.
 - Ask for a case reference number to assist when making further calls and pass on the details of the hospital and attending doctor. The medical assistance company will phone the Leader back if a number is provided.

Managing other incidents

Non-medical incidents could include political or social unrest, terrorism, natural disasters, missing persons, assault and robbery etc. In these situations, Exodus expects Leaders to get in touch with their operations contact and the appropriate emergency services as soon as possible and discuss further plans as required. Refer to the IMRC for whom to contact.

Reporting

Incidents and accidents should be reported to Exodus as soon as possible, according to the process laid out on the IMRC.



Roshan Fernando, Sri Lanka

EXODUS LEADER AWARDS:

Hall of Fame 2015

Overall winner 2010

Team award 2013

CLIENT COMMENT:

'He organised and managed the group expertly and was the reason that I had the best holiday ever.'

Exodus' Responsible Tourism values

Responsible Tourism is central to our business. Exodus believes that our kind of tourism can bring great benefits to host communities as well as to our clients.

Exodus' Responsible Tourism projects

Over many years Exodus has supported many projects around the world that we believe have made a positive impact on the lives of local people. Our support has been through direct donations from Exodus and via fund-raising efforts among our clients and community. A list of our current projects can be found here:

www.exodus.co.uk/responsible-tourism/our-partners-projects

Responsible Tourism in action

Exodus uses a wide range of measures, protocols and best practice to operate our trips in the most responsible manner. Leaders must ensure that clients are aware of the ways in which Responsible Tourism is built into the itinerary. While each country or location will be different, some examples are shown below:

1. We should ensure that communities benefit from our visit.

Examples include:

- Using locally owned accommodation, restaurants and transport providers
- Employing local leaders and local specialist guides
- Including visits to small handicraft vendors rather than large emporiums
- Supporting community projects, social enterprises and cooperatives by including them in the itinerary

2. We should ensure that we do what we can to protect the environments we visit.

Examples include:

- Ensuring a robust system of waste disposal and taking steps to minimise waste e.g. plastic water bottles and bags
- Promoting careful water consumption where resources are scarce
- Limiting group sizes in fragile environments
- Ensuring vehicle size and fuel type is appropriate for the environment

3. We have a responsibility to educate and provide guidance to our travellers.

Examples include:

- Providing guidelines for the protection of children, animals and/or environment
- Ensuring groups are clearly briefed about local cultural expectations and moderate their behaviour accordingly (dress code, consumption of alcohol and other social etiquette)
- Supporting events that preserve authentic local cultures and avoiding manufactured cultural experiences
- Offering advice on responsible purchasing of souvenirs

A Leader's responsibilities

Exodus Leaders should ensure that they:

- Understand Exodus' Responsible Travel values.
- Apply Exodus' Responsible Travel operational principles appropriately to the country or destination.
- Demonstrate at least one tangible example of Responsible Travel in action to every group by highlighting how that trip is operated in a responsible way.
- Be aware of any local Exodus' Responsible Tourism projects.
- Discuss Responsible Tourism with the clients in the initial Leader briefing to ensure that the clients learn about the importance of Responsible Tourism to Exodus.
- Clients should be reminded of how their itinerary is contributing positively, as well as the steps that are being taken to reduce negative impacts.



