

# Explore and Risk Management

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# Adventure Travel with Confidence

*Improving Risk Management Capabilities of the Extended  
Supplier Tourism Base in Kyrgyzstan, Georgia and Macedonia*

*Danny Denolf*

*June 2016*

# EXPLORE!



Creating Pioneering Adventures  
Since 1981

# Our World

130 Countries

600 itineraries

30,000 customers



200 ground agents

130 UK staff

400 Leaders



**EXPLORE!**

**Family**  
ADVENTURES



**EXPLORE!**

**Walking**  
& TREKKING



**EXPLORE!**

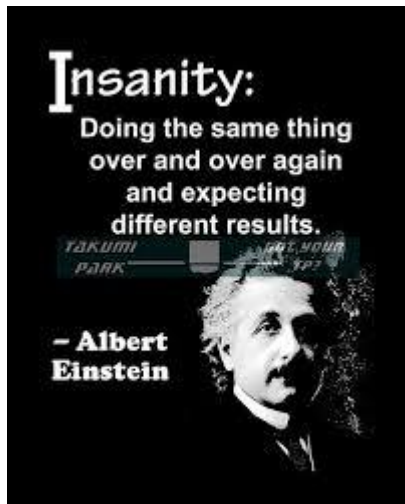
**Worldwide**  
ADVENTURES



**EXPLORE!**

**Cycling**  
ADVENTURES

# Absence of Evidence is not Evidence of Absence



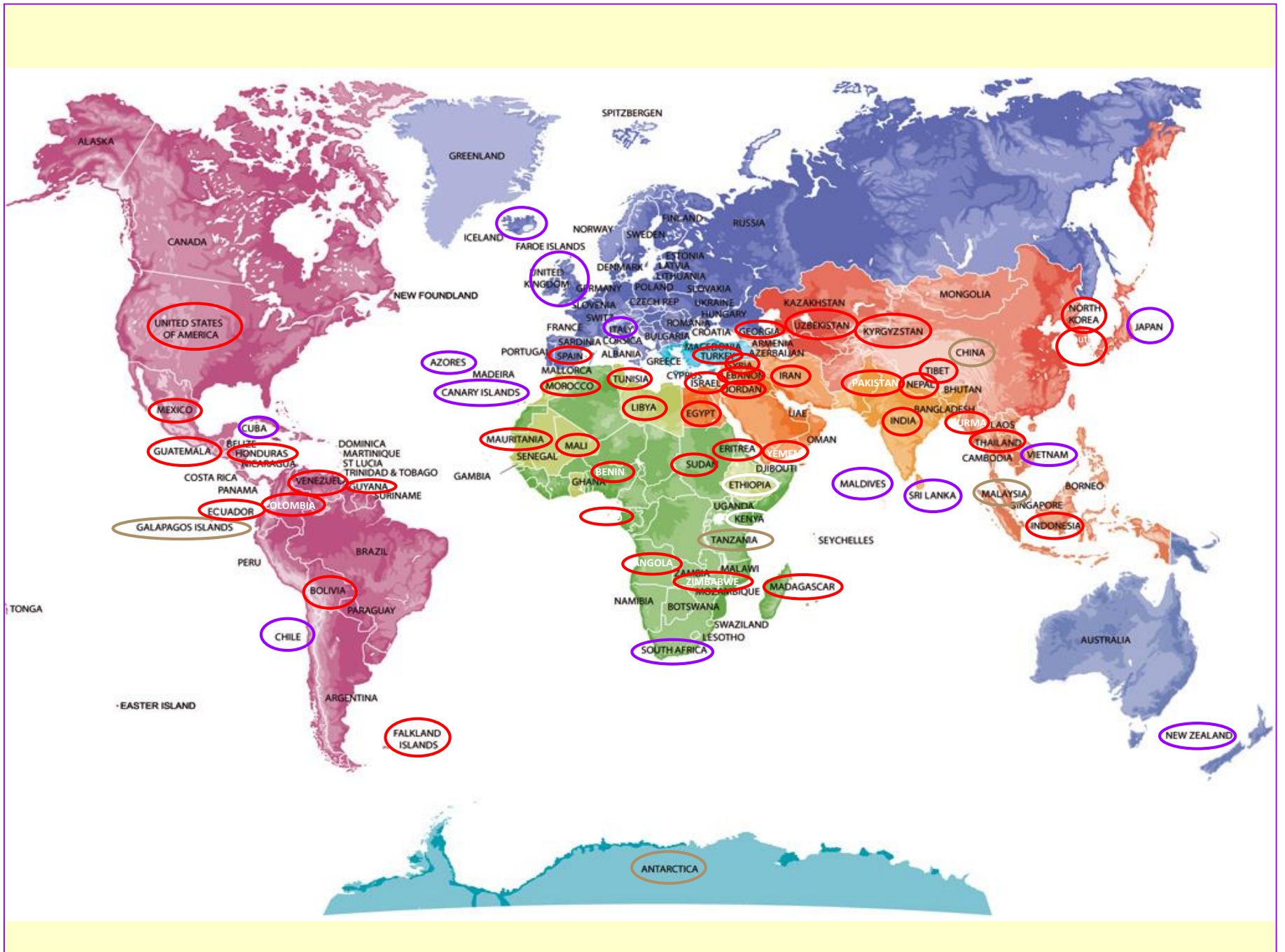
# Risk awareness



- It won't hit our area
- It won't hit our town
- If it hits our town it won't hit our business
- If it hits our business it won't affect me as much as others

**On this spot  
- 1st April 1780 -  
nothing happened.**





# Our World

- **Terrorism and health**
- **Texting**
- **The Village**
- **Friday 13<sup>th</sup>**
- **September 11<sup>th</sup>**
- **Hurricane Katrina**
- **Avoiding the avoidable**
- **Dealing with the inevitable**



Express Lunch  
A choice of Salad  
with any soup or sandwich for £5  
or £6

Man in a blue jacket holding a shopping bag.

Person in a wheelchair.

Outdoor seating area with tables and chairs.

WE ARE THE ORIGINAL  
HERE

**DANGER**

**UNEVEN ROAD SURFACE  
PLEASE WALK ON THE PAVEMENTS.**

**PERSONS WALKING ON THE COBBLESTONES  
DO SO AT THEIR OWN RISK.**



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# Slips and trips

- South Africa – how much ?



It's important...



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# Why would we NOT bother?

- Time & resource
- Lack of awareness
- Lack of procedures & knowledge
- It has never happened to me
- It will never happen to me





# Why would we bother?

- Minimise number of incidents
- Maximise customer satisfaction
- Increase efficiency
- Protect and enhance reputation
- Sleep at night– avoid moral guilt
- Portray a professional image
- Reduce litigation
- Reduce compensation pay outs
- Your commercial advantage
- Reduce Public Liability Insurance costs.
- These people.....



# Understanding the risks



**FCO**

## **Foreign and Commonwealth Office**

*[www.gov.uk/foreign-travel-advice](http://www.gov.uk/foreign-travel-advice)*

# Briefings

- **Your staff are your eyes on the ground and your policemen & teachers**
- **Prevention is better than cure**
- **Good briefings will....**

Show that your staff are professional

Show that you are a professional company

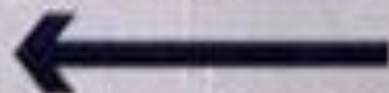
Prevent accidents – protect your customers staff and reputation

# Poor Reporting

## South Africa fire beehive huts



No entry for heavy  
goods vehicles.  
Residential site only



Nid wyf yn y swyddfa  
ar hyn o bryd. Anfonwch  
unrhyw waith i'w gyfieithu.

# What happens....



## when things go badly wrong

# The Golden Hour?





# Is the tour operator ready?

- Is there a 24 hour duty Manager?
- Is there an Incident handling checklist?
- Do you have an Emergency response plan?
- Will your telephones be overwhelmed?
- Are the staff trained to deal with sensitive issues?
- Does your office have a Crisis Team?
- How will they deal with the media?
- Will the company's commercial reputation be damaged or enhanced?
- Do you have people with language skills
  - do you know who they are ?

# Safety Awards 2017



5th place

Cable Fixing



4th place

Basement Painting

Legge 626: Laurea ad Honorem



3rd place

Aeronautical Engineering





2nd place

Electrician



And the First Prize ...

Street Light fixing



## Who are the most dangerous people?

- The most dangerous people are the people who don't know they are dangerous.
- To themselves
- To others
- This can be a combination of arrogance and ignorance

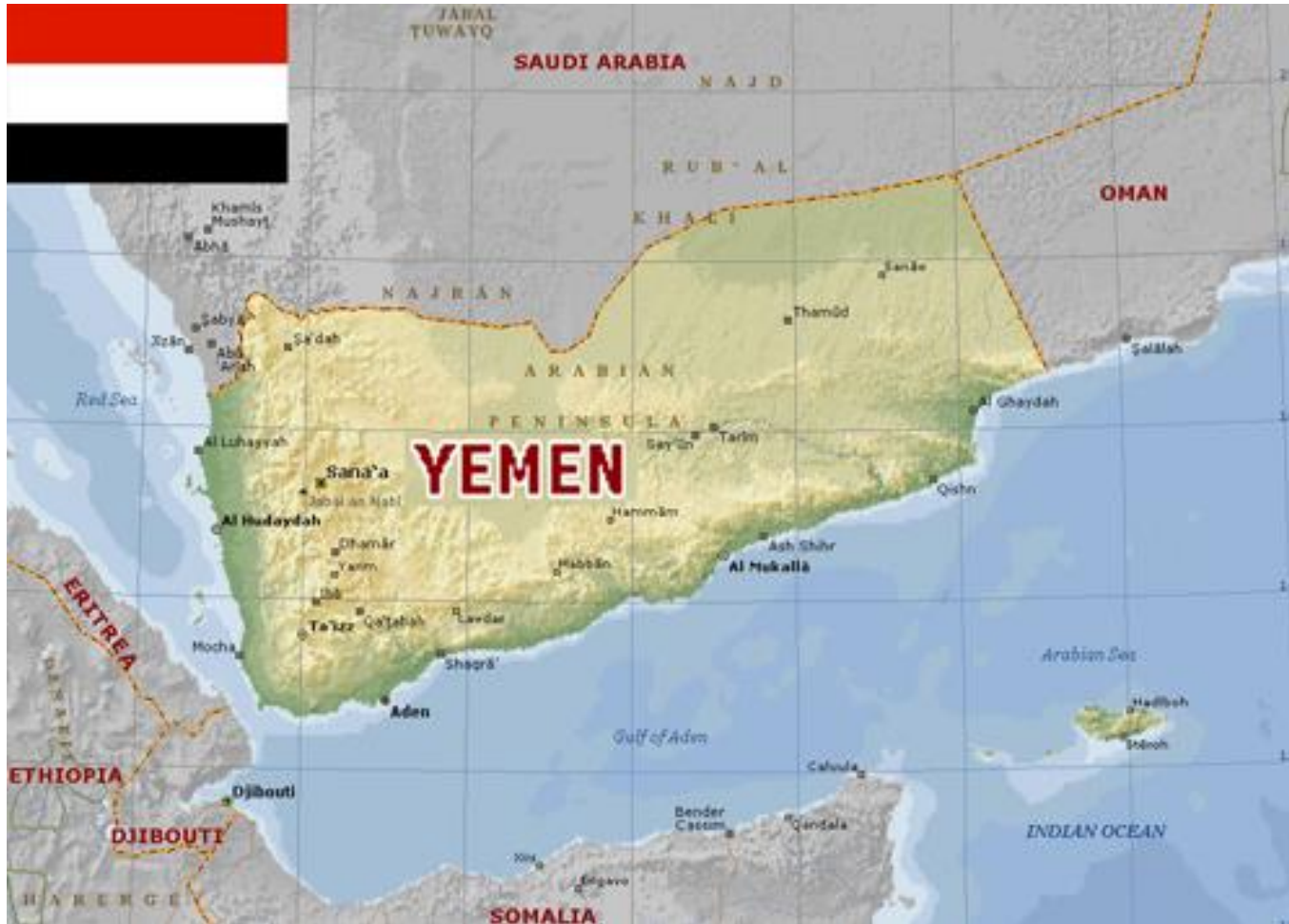
# In summary.....

- Know what you are doing and the risks
- Know your weaknesses
- Know who you are working with
- Understand and follow safety guidelines to reduce incidents
- Be better placed to protect your reputation, your business, your staff and our customers
- **NEVER** believe because it has not happened that it will never happen to you – and have plans
- **Assume** when news breaks, that it will get worse

# Your objective

- To reduce the number of incidents
- To reduce the severity of incidents
- To have a plan to deal with incidents
- Learn

# Yemen 1998





# Lessons learnt

- We need some sort of crisis plan and team (crisis manual was created post incident)
- We should have a crisis simulation to practice
- We need to send people from the office to be on the ground

# September 11<sup>th</sup> 2001



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# Ash cloud 2010



# Tsunami 2004



# Lessons learnt

- Lots of people will be calling- we need the staff, systems and resources to be able to handle it all
- Make fast decisions on what is being covered
- Experience meant that the handling of the incident was smooth enough for us to also manage to run a charity event at the same time
- It will get worse before it gets better

# Turkey Balloon 2009



# Malaysia 2006



# Lessons Learnt

- You need members of staff from all around the business in the crisis team
- It's a 24 hour a day effort for several days
- It is important staff are the at the scene ASAP – when in doubt - send



# Prevention?



# Or cure?

# Prevention

Know...

- What we are doing
- Where we are doing it
- How we are doing it
- Who we are doing it with
- Consequences

# Cure

- Know your operating environment
- Prepare and train your staff
- Look after them!
- Have a crisis plan in place
- Review and test it on a regular basis – conduct unannounced crisis simulations
- When it happens put customers emotional and physical wellbeing (and their friends and family) at the top of the list

- Prepare for the worst
- Prepare for it to happen out of office hours
- Prepare for an incident to get worse
- Review

