



INTRODUCTION TO GUNYAH

WHO IS GUNYAH?

Gunyah (www.gunyah.com) is a Hong Kong registered company owned and operated by a team of passionate travel professionals with its majority shareholder being [WHL Group](#).

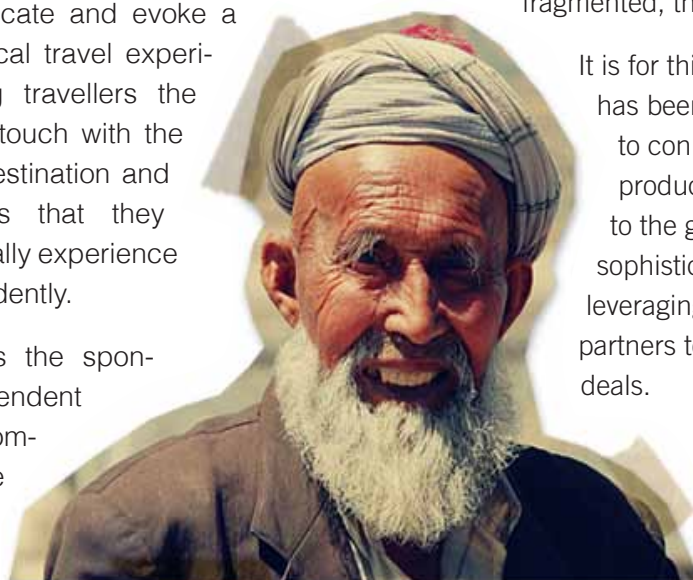
Gunyah works alongside its exclusive network of tour operators in over 85 countries to develop original package holidays, vacations and tours. It promotes this product via a number of sales channels including other travel websites and with travel agents.

WHAT IS A GUNYAH BREAK?

Gunyah short breaks are on average 4-6 days in duration, but can also extend to 12 days, and consist of a careful selection of accommodation, tours, activities and transfers.

Its goal is to educate and evoke a more authentic local travel experience by allowing travellers the chance to get in touch with the real side of the destination and experience things that they would never normally experience travelling independently.

Gunyah combines the spontaneity of independent travel with the comfort of a package holiday.



WHY DID WE DEVELOP GUNYAH?

Consumer patterns are changing and travellers are looking for more meaningful experiences beyond the run-of-the-mill packaged holiday. Travellers are now looking for ways to connect in a destination to the people, communities, food, and culture.

However, at a global level just a few major players dominate the market due to their immense purchasing power and vast distribution channels. Most of the product available online to independent travellers is quite uninspiring and the local element is often lost to big all-inclusive resorts.

A much smaller part of the market is made up by local tour operators and unique accommodation providers, who also happen to offer a much richer travel experience, however being small and fragmented, they lack global distribution.

It is for this reason that Gunyah has been developed. It's our goal to connect the authentic travel product of small local tour operators to the global marketplace via a sophisticated technology platform, leveraging the collective power of its partners to negotiate vast distribution deals.

MORE INFO?

Contact CEO, Luke Ford for any further information - luke@gunyah.com

Gunyah is an Australian Aboriginal term for a traditional bush shelter, built for early settlers to make them feel welcome. We feel this embodies much of our values and spirit of community.