

Customer Review Policy

Version 1.0 | March 2026

1. Purpose

We value transparency and use guest feedback to maintain our five-star service standards. This policy ensures that all reviews are authentic and handled consistently and fairly.

2. Verification Standards

Proof of Purchase

We welcome feedback from all genuine customers, whether positive or negative. However, we reserve the right to verify that a reviewer has attended one of our tours. We may do this using booking details and confirmation emails, or by speaking directly with the relevant guide.

Conflicts of Interest

Reviews are not permitted from guides, their friends or family members, or from anyone who has not attended one of our tours — including suppliers, competitors, or other third parties.

3. Moderation Rules

All reviews are welcome. However, we may remove a review if it:

- Contains inappropriate content, including profanity, hate speech, or threats.
- Breaches privacy — for example, by disclosing a guide's personal contact details or other private information.
- Is irrelevant or relates to matters outside our control.
- Has been submitted for a different company. (Yes, this has actually happened!)

4. Response Protocol

Tone: All responses will be professional, empathetic, and non-defensive. Where a review contains inaccurate or false assertions, we may respectfully challenge these. We will never respond in an aggressive or discourteous manner.

Timeliness: We aim to respond to all reviews within five business days, and sooner wherever possible.

Resolution: We strongly encourage guests to raise any concerns with us while on tour — and certainly before posting a review — so we have the opportunity to address

them straight away. We will not enter into resolution discussions in a public forum; any such conversations will be handled privately through our contact channels.

5. Transparency and Incentives

We do not offer any incentives for guests to leave a review. All reviews are published on independent, third-party platforms such as Tripadvisor and Google, and are not hosted on our own website.

6. Review Requests

We invite all customers to leave a review. Requests are typically made in person at the end of a tour, and followed up with an email — either directly or through our WeTravel booking platform.

Guests who have booked through third-party travel agents or Destination Management Companies (DMCs — specialist firms that organise travel and logistics in a specific destination) may not receive a follow-up message, as we may not hold their direct contact details in those cases.

We do not selectively approach customers when requesting reviews.