

Robert Crick



6 August 2012

Mr Mike Ferris
Ferris Wheels Motorcycle Safaris
P O Box 996 Narrabeen
NSW 2101

Dear Mike,

I am writing to you about your recent communications to me and other participants in the 2010-2011 Shining Shangri-La tour.

I have undertaken five tours with Ferris Wheels: Rajasthan (2007), Turkey (2008), Morocco (2009), Dalmatia (2010) and Nepal and Bhutan (2010-2011). I have been a satisfied, admiring and supportive client of Ferris Wheels. The Ferris Wheels brand and product stand high in the market and are a credit to your initiatives, leadership and management; and, indeed, to those of Denise.

It was, therefore, with surprise and dismay that I read your email of 23 February 2012 to me and other participants in the 2010-2011 Shining Shangri-La tour saying you felt "personally betrayed" over plans to undertake a tour of Himalaya with another tour operator; and calling on me and others to "re-evaluate where [we] will place [our] loyalties."

As a client of five Ferris Wheels tours, I found the tone and content of your email insulting and offensive.

Your criticism of named clients and subsequent public disassembling of their responses to your criticism in your email of 25 February 2012 were distasteful.

I was further dismayed to discover that you had sent separate emails seeking to identify everyone who might have planned to undertake the alternative tour. As a long-standing client of Ferris Wheels, I was shocked at such an intrusion into your clients' personal decision-making. I felt similarly at being phoned by you wanting to know why I planned to undertake the tour.

It was humiliating to learn later from the tour operator that you had emailed him, I understand, in effect, to warn him off your clients (my words).

Your seeming lack of regret or apology to any of your clients for these unpleasant and unwarranted communications and actions makes the insult and offence all the more galling.

I hope you can take appropriate and effective steps towards repairing the damage that has been done to the Ferris Wheels brand, restoring the reputation of Ferris Wheels, and redressing the disrespect shown to your clients.

I have written this letter as an "open letter" to you and, therefore, I am sharing it with the recipients of your email of 23 February 2012.

Yours sincerely

[signed] *Robert*

Robert Crick