

TRAVEL ADVISOR'S DISCOVERY MANUAL - AFRICA

The following manual is a sales aid to be used in collecting information from prospective clients when they are discussing a safari with a travel advisor.

The information helps to qualify the client, gives the travel advisor enough valuable information to work with and saves time on both sides by giving enough base information to start creating a working document for an itinerary.

Possibly the most important part of this process is finding out what the client expects from the safari, and managing that expectation.

Please note: this manual is intended for travel advisor's use only and we do not recommend sharing this manual with guests.

AFRICA SAFARI PRELIMINARY INFORMATION

EXPLANATION OF TERMS & QUESTIONS

1. Lead Guest Name:

Surname needed. The clients name is required to be able to hold accommodation AND in order to identify possible duplicate enquiries by the client or other travel advisor.

2. Number of guests traveling:

It is important to get as much information here as possible, especially if it is a multi-generational family. It influences the accommodation and style of the safari as well as suggested camps.

3. Number of children traveling:

This too is very important as some camps/establishments have age restrictions. The ages of the children also influence the cost and thus this information is required for an accurate cost indication. PLEASE REMEMBER to specify the age at TIME OF TRAVEL this is crucial as the rates may differ should they have a birthday between proposal and time of travel.

4. Preferred room configuration:

Various camps/establishments offer various room configurations and this information will assist with pairing the suggested itinerary with the preferred room configuration of the party.

We will do our best to book the preferred room configuration, however we are unable to guarantee their preference as all booking are subject to availability.

Family/ Multi-generation groups: Please explain to the family that in some establishments parents may be required to split up due to children being too young to occupy their own room and no family room is available.

5. Date of intended travel:

When proposing an itinerary we ensure we are holding the relevant space required for the provisional bookings.

6. Are the clients flexible with their dates?

Are the clients limited by pre-booked flights or would they be flexible with a few days to each side of the initial arrival date, i.e. start traveling between 2-5 days before or after the initial travel date. This kind of flexibility is helpful with securing desired availability.

NB: Suggested stays in safari camps and lodges are 3 nights. This gives enough time for guests to experience all the drives and activities and see most of the animals in that area before they get bored. Naturally some guests will request a longer stay than 3 days.

7. Duration of travel (*Excluding international travel days*):

It is important that the client understands that this refers to the number of days actually on the ground, i.e.: from the moment they step off the international flight and get back on their homeward flight.

8. Have they visited Africa before?

This helps us avoid any duplication.

If clients have visited Africa before it is important to determine what the positives and negatives of their previous travels were, so we can ensure we focus on the positives and avoid the negative aspects. For any touring or activities previously enjoyed we would prefer not to repeat anything unless specifically requested.

9. Budget & Accommodation

This is very important because the whole structure of the itinerary hinges on this parameter. Sometimes one has to be quite sensitive in approaching this topic, as some clients get nervous/embarrassed/uncomfortable with discussing this part of planning so one has to be really firm and diplomatic.

These two facts are closely linked to the choice in mode of travel. Would the clients prefer to make use of scheduled or private charters, a privately guided tour with a private vehicle or all locally hosted.

9.1: Top End: Rates from US\$ 1,800 per person per day

9.2: Luxury: Rates from US\$ 1,000 per person per day

9.3: Moderate: Rates from US\$ 600 per person per day

10. Indicate what your preferred and least favorite hotel chains are.

This will help us understand what the guest's preference is in style and type of property

11. Destination? Do they know where they want to go?

11.1: East or Southern Africa

This question is fundamental to travelers coming to Africa.

The following facts and observations help separate these two regions.

East Africa

East Africa is a traditional destination, with popular history and anecdotes abounding. Movies, Animal Planet, books and characters in history that everybody knows about.

East Africa comprises **Kenya, Tanzania, Rwanda & Uganda.**

Highlights of Kenya:

- The Great migration: THE greatest wildlife show on Earth, in the Masai Mara. 1.6 million animals of different kinds live and migrate perennially between Kenya and Tanzania.
- Cultural identity of the Masai and Samburu, to name two of several colorful tribes.
- National Parks: Amboseli; Tsavo; Mount Kenya; Aberdares; Samburuland; Masai Mara to name a few.
- Private Reserves: Sarara; Lewa; Ol Pejeta; Ol Donyo Uas and several more.
- VERY good tourist infrastructure, e.g. aircraft transfers, roads and camps/lodges. The culture of TOURISM is very well established here.
- Security: The majority of time in Kenya, visitors are out of areas previously affected by violence.

Highlights of Tanzania:

- The Great Migration: THE greatest wildlife show on Earth. 8 months in the Serengeti National Park alone before moving into Kenya, and back.
- Ngorongoro Crater, collapsed caldera which is home to many animals.
- Masai tribesmen and their manyatta's.
- Mount Kilimanjaro and Mount Meru.
- Great variety of game reserves and national parks, in the northern and southern regions, e.g. Selous, Ruaha, Tarangire.
- Mahale and Gombe. Both world famous chimpanzee-viewing destinations with terrific rustic accommodations.
- Zanzibar & Mnemba Island: Primarily great beaches & watersports. Due to its heritage, the old part of Zanzibar city - commonly known as Stone Town was designated as a UNESCO World Heritage Site in 2000.

Highlights of Rwanda:

- Kigali city. Genocide Memorial; Peoples market.
- Volcanoes National Park: Mountain Gorilla treks / Golden monkeys; Diane Fossey's grave and Karisimbe visit.
- Nyungwe Forest Lodge in Nyungwe Forest in western Rwanda.
- Akagera National Park in the far eastern side.

Highlights of Uganda:

- Lake Victoria. Ngamba Island chimpanzee refuge.
- Murchison Falls National Park.
- Queen Elizabeth National Park. Tree-climbing lions and general wildlife.
- Kibale National Park. Chimpanzee treks.
- Bwindi Impenetrable Forest and Mgahinga: Mountain gorilla trekking.

Southern Africa

Southern Africa is a diverse destination incorporating culture & excellent safari experiences as well as a wide variety of experiences in Cape Town, the Winelands & Victoria Falls. Guests looking for a more sophisticated and polished destination should consider visiting South Africa.

Countries: **South Africa, Botswana, Zimbabwe, Namibia, Zambia, Mozambique, Madagascar**

Highlights of South Africa:

- Johannesburg the City of Gold. Fabulous world class restaurants and hotels. Oliver Tambo International Airport hosts virtually every international carrier.
- Site of profound paleaological discoveries recently at 'The Cradle of Mankind', just outside Johannesburg.
- Soweto and Apartheid Museum. Mandela's home.
- Pretoria. National capital. Historical sites in abundance.
- Pioneer Museum / Voortrekker Museum showing the settlement of South Africa.
- Greater Kruger area includes half a million acres of private wildlife reserves, adjacent to the Kruger National Park, another 500 000 acres. Wildlife experiences here are profound!
- Game and safari lodges for every budget and level of luxury in the market. Excellent quality.
- Cape Region: Great mix of culture and wildlife, shopping, food of Michelin excellence, boutique camps in the bush and in the Cape region too. Wine culture very strong and famous in world contexts.

Highlights of Botswana:

- The Okavango Delta and all the amazing wildlife abundance of predators: lions, leopard, cheetah and hyenas, and other wildlife and birds.
- Chobe National Park. The elephant numbers and great wildlife experiences.
- The Makgadikgadi Pans and the incredible expanses of space with palms and flats.
- The Bushman/ San interaction.
- Very politically stable.
- Good quality camps, service and accessibility by air/road

Highlights of Zimbabwe:

- Great National Parks: Hwange, Mana Pools and Gonarezhou.
- Victoria Falls town and the Falls themselves.
- Fabulous guides in the safari camps, great people.
- Lake Kariba as a holiday and wildlife holiday destination, unique in Southern Africa.
- Very good value for money!

Highlights of Namibia:

- The Namib Desert is accessible, unique and the dunes are a photographer's dream. Shipwrecks along the coast.
- Skeleton Coast and desert elephants, lions and rhinos.
- Twyfelfontein. The petroglyphs (rock carvings) are unique.
- Etosha National Park. A unique wildlife destination.
- General scenery across the western part of the country, unique and spectacular

Highlights of Zambia:

- South Luangwa National Park. Famous for abundant wildlife, great bush camps, lodges and walking experiences.
- Lower Zambezi National Park. Fabulous wildlife drives, boats, canoes and walks.
- Kafue National Park, Liuwa Plains National Park. Unbeatable and unique wildlife experiences in western Zambia.

Highlights of Mozambique:

- Beach & mainland destination.
- Easily combinable with direct flights into Vilanculos.
- Scenic helicopter flights.
- Scuba diving in the Archipelago and coral reefs.
- Excellent deep-sea fishing.
- Array of activities for everyone, from fishing to horse riding.
- Cultural experiences.

Highlights of Madagascar:

- Completely unique fauna and flora.
- Lemurs are unique to Madagascar...101 species!
- Birds, frogs and various geckos, always amazing creatures that are nature's oddities. Exquisite creatures.
- Terrific beaches and scuba diving opportunities in shallow azure seas with turtles and lovely corals.

Best Time to Visit:

Our primary focus is the safari aspect of the itinerary ensuring optimum wildlife viewing. Certain places are more favorable at certain times of the year.

Wildlife VS Climate: Why are the rains important?

The rains play an important role in determining where the best game viewing opportunities are at what time of the year. Shoulder seasons, when rains have just started - the bush looks beautiful, but it is not a time one can plan for easily due to the vagaries of the weather. Therefore most travel is advised in the drier seasons when conditions are ideal for safaris.

The rains are important for several reasons:

- The animals move with the rains to eat the new green grass.
- The bush becomes thicker making it harder to see the game in the bush.
- The roads become impassable in some areas, making game drives difficult and uncomfortable.

East Africa:

- **Kenya:**
 - Anytime outside of LONG RAINS; April to end May.
- **Tanzania:**
 - Anytime outside LONG RAINS; April to end May.
- **Rwanda:**
 - Anytime is fine.
 - Always be prepared for a shower when gorilla trekking, as the volcanoes are equatorial in location.
 - Lovely climate.
- **Uganda:**
 - Jan and Feb.
 - Otherwise June to September/October when it is dry season.

Southern Africa:

- **South Africa:**
 - Anytime. (Rainy season: late November through to April)
 - Cape Town in particular is best between December and May.
- **Botswana:**
 - Generally mid March to mid September.
 - Oct to mid November it gets VERY hot, but has great wildlife.
- **Zimbabwe:**
 - Mid February to end September, mid October.
 - After this it is VERY hot in Zambezi Valley, and Save Lowveld. 90 F +.
- **Namibia:**
 - Anytime is fine, but by the nature of being a dry country (Namib desert in the south), mid September to end November is VERY hot. 100F.

- **Zambia:**
 - Generally May to end September.
 - Some locations may extend 'no visit time' to mid June due to saturated grassland conditions, especially Kafue/west.

- **Mozambique:**
 - Anytime except cyclone season, mid January – March.

- **Madagascar:**
 - Anytime except CYCLONE season, February – March.

Combining of destinations:

Neighboring East African countries work well, i.e.: Kenya with Tanzania and/or Rwanda
 Neighboring Southern African countries work well, i.e.: South Africa with Zimbabwe and/or Botswana.

Madagascar can easily be combined with both East & Southern Africa.

Rwanda can now also be combined with Southern Africa as well as East Africa.

DIFFERENCES BETWEEN EAST & SOUTHERN AFRICA

	EAST AFRICA	SOUTHERN AFRICA
<i>Geographical</i>	Equatorial	Sub tropical, except Zambia.
<i>Climate</i>	Varies from equatorial to desert. Two rainy seasons. Short Rains: mid Nov – end Dec. Long Rains: April – end May.	Generally similar conditions. Single rainy season: mid Nov – mid Apr. EXCEPT Cape Town: Winter rains / summer dry. Cape Town Winter Rains: Jun – Sept.
<i>Habitats</i>	Vast rolling plains in west (Mara & Serengeti) Dry bush country everywhere else. Tropical coasts & islands. Gorillas are ONLY found in equatorial areas.	Huge variation in small area. Namib the only desert in west; Woodland savannas generally everywhere, bush. Tropical coasts, islands. Greater variety of different habitats accessible to tourists. Okavango in Botswana.
<i>Wildlife Densities</i>	Huge herds ONLY in west. Animals easily seen because of open country...ONLY in west. Bush country everywhere else. Great diversity of mammals and birds.	Namibia has very specialized wildlife due to harsh conditions of dryness. Sparse but unique species. High densities but in bush country, more exciting to find. Good diversity of mammals and birds.
<i>Histories</i>	EA settled and developed long before SA. Arabic / Swahili culture, flavors, food and architecture.	Caucasian influence slower to penetrate inland. But remained colonial for longer. All countries south of Zambezi River last to become independent.
<i>Infrastructure</i>	Well developed tourist infrastructure and culture, BUT poor, degraded technical infrastructure..e.g. roads, banks.	The most sophisticated technical infrastructure in Africa. Banks, telecoms and transport particularly. JHB is regional hub for greatest number of air carriers, enabling travel anywhere else in Africa and the world.
<i>Stability</i>	Kenya has moments of instability mainly away from tourist regions. Other countries fine.	All countries are stable here, including Zimbabwe. Tourists are free to travel safely anywhere in Zimbabwe, and all other countries.
<i>Style & Sophistication</i>	Have their own unique style and essence	Also has their own unique style and essence with a more sophisticated finish, facilities and transport.
<i>Culture</i>	Most accessible cultural experiences with the nearby Masai/ Samburu & Pokot villages.	Limited access to cultural experiences only in Victoria Falls and parts of Botswana.

12. Do they wish to see Victoria Falls/Cape Town as well or include a luxury train?

These are iconic destinations and logistically easy to fit into an itinerary in Southern Africa. Time & schedule permitting.

Luxury trains such as Rovos Rail & The Blue Train offer an incredible alternative to your normal transfers. Rovos Rail is a periodic luxury train offering 2 – 3 day journeys from Pretoria to Cape Town or Victoria Falls and vice versa. Rovos Rail draws attention to the history of a simpler, more elegant era of African exploration, along with the five-star cuisine and a selection of South Africa's finest wines it is not surprising they have won the "World's Leading Luxury Train" award on numerous occasions.

The Blue Train boasts a modern and slick style, offering overnight journeys between Cape Town and Pretoria as well as vice versa. They have been dubbed a moving five-star "Hotel – on – wheels" winning "Africa's Leading Luxury Train" award multiple times.

13. What do they want to see and experience?

Gorillas / The Migration / A specific or favorite animal / Big 5 / Interaction with an elephant / Cape Winelands / Table Mountain / Cape Peninsula / Shark cage diving etc.

14. Any particular interests?

Hobbies/Interests: Photography / Tribal culture / Food / Wine / Art / History / Local sports and events / Shopping / Birds / local music or just general wildlife etc.

Philanthropy Projects.

We will be able to include at least 1 of these projects in most itineraries should guests wish.

Malaria Initiative

Common but deadly infection in hot, tropical areas of the world. It is caused by Plasmodium parasites that are spread by Female anopheles' mosquitoes by biting people infected with malaria, then passing the parasites onto the next person they bite.

How guests help: Guests create a flyer on how best to communicate prevention and cure. Guests then raise money to purchase mosquito nets (Africa Incribed will facilitate the purchase) which will be donated to the community or school to be visited during the trip. Together with the flyer, it becomes an educational donation project.

Waterborne Diseases

Waterborne diseases are illnesses transmitted when people come into contact with contaminated water. Animal or human faeces, landfills, sewer pipes and septic fields can contaminate water. Although drinking contaminated water is the main cause, bathing, washing or preparing foods in contaminated water may also cause infection.

How guests help: Guests create a flyer on how best to communicate disease prevention and water safety. Guests then raise money to purchase buckets and filtration systems (Africa Incribed will facilitate the purchase) which will be donated to the community or school to be visited during the trip. Together with the flyer, it becomes an educational donation project.

Energy for Rural Areas - Biogas Project (Victoria Falls Only)

Jafuta Foundation is empowering rural communities through a simple and sustainable domestic energy source that will also address wood poaching, environmental and health issues and even poverty. Striving to ensure that every rural family in the Victoria falls area has an affordable renewable green and viable energy alternative to firewood and charcoal. **How guests help:** Guests will raise money for the purchase a bio-fermenter unit (Africa Inscribed will facilitate the purchase) which will be provided and installed in the community on the day of the visit.

15. Privately Guided or Locally Hosted

This is a difficult one to sell to clients if they have never traveled on safari before. The following points indicate the difference:

Guests have explained the benefit of having a private guide in one phrase:

“Traveling **without** a private guide is like watching a movie in **black & white**, whereas travelling **with** a guide is a **high definition 3-dimensional experience**”.

Private Guide:

Advantages:

- The private guide is a seasoned traveler who knows the ‘ropes’ of travel in Africa.
- He is a naturalist first, host and organizer second.
- He handles all issues relating to the group, like medical/dietary and clinical requirements.
- He handles the luggage and porters.
- He co-ordinates the transfers and flights.
- He handles all safari arrangements, liaising with camp managers and guides so the transition between camps is smooth and reduces repetition of information and effort by the next camp guides.
- If there is a problem he handles that too.
- He becomes a confidante, friend and mentor.
- He will meet guests on arrival and accompany them throughout their journey.

Disadvantages:

- He comes at a price of about US\$500 a day plus travel expenses, for the entire traveling party. This might be pricey for a couple only, but for a group or family traveling, this is very reasonable.

Locally hosted:

Advantages:

- At every movement guests will always be met by an Africa Inscribed representative who will assist guests with making their travel connections. This representative will not always be the same person.
- No extra price, as the local specialist guides, along with camp rangers are all included in the overall price.
- They are commonly intimately familiar with their area of traverse for the wildlife and have great ability to spot wildlife.

Disadvantages:

- They sometimes have limited knowledge of wildlife, birds etc.
- The camp rangers may struggle to communicate with guests as their English may be limited.
- At each camp guests have to tell the guide which animals they have seen previously, so that the 'new' camp guide does not start all over again on the drives.
- Unless guests have a private vehicle, they will be put into a game drive vehicle with other guests unknown to them.
- Lack of continuity, you may not have the same guide assist you throughout your trip.

16. Private Vehicle in the safari camp

Advantages:

- It pre-empts having strangers in the game drive vehicle who may not share the same interests, language, or culture as the clients.
- It depends on the size of the group. For example, a group of 5 or 6 guests will automatically get their own vehicle at no extra cost, because they fill the vehicle.
- A couple or even 4 people traveling together may well be asked to have another couple or even two join their drives as the vehicle seats 6.

Disadvantages:

- Private vehicles can be costly depending on how many people travelling, with a daily cost of US\$300 – US\$700 per day.

17. Coach or Business Class

Regional flights (not the bush flights between local camps) sometimes offer Business Class seating apart from coach. Most local flight times are pretty short between 1 to 2 hours.

- 17.1 Would the clients have any limit in terms of flight duration where as they would prefer flying business over coach. e.g. All flights longer than 3 hours should be booked in business class.** This is beneficial in providing an accurate cost as we will quote according to the guest's preferences where applicable.

Private Charter Aircraft

Advantages:

- Allows great flexibility in travel arrangements between camps and between countries particularly. This also saves considerable time on longer itineraries as clients don't have to wait or overnight in order to connect between scheduled flights.

Disadvantage:

- Extra cost factor.

18. Fitness & General Health

This is important as if guests are physically disabled in anyway we can then take the necessary precautions to make the guest as comfortable as possible. For example, should they need to be assisted when walking, we can arrange for their room to be close to the main areas so they do not have to walk far or a wheelchair could be arranged for escorts in airports.

Alternatively, if guests are active and interested in hiking and / or biking we can include relevant activities should their itineraries allow.

19. Special dates during the safari?

Anniversaries and birthdays are important for us to be able to organize special experiences to make it unforgettable for the guests.

20. Any dietary requirements or food allergies?

This is very important information for the establishments/camps for planning purposes. Due to camps being remotely located, they could make the necessary arrangements in time for the guests' arrival. For special meal requests, like Kosher or Halaal, often meals are especially flown in from dedicated suppliers and can be at an additional cost.

If clients require a vegetarian diet, it would be advisable to indicate what exactly they do accept into their diet, e.g.: eggs, fish, milk, etc.

21. Are there any medical requirements?

If guests require electricity to plug in sleeping aids or keep medication cool this can play an important role in the establishments chosen as some mobile camps run on generators that are switched off during the night to save electricity.

Why are game lodges/camps so expensive?

This is a question often asked by guests, who have never travelled to Africa and do not really understand what the rate includes. Below we attempt to break this down in order to assist the guest to understand it all.

Please bear in mind these are applicable to most lodges and camps but there are a few that have exceptions.

Firstly there are the upfront inclusions and these are:

1. Accommodation
2. Game drives and walks with qualified rangers and in some cases trackers.
3. All meals – These include an early morning muffin or snack before game drive, breakfast or brunch, lunch, afternoon tea, snack on game drives and dinner.
4. All non- premium drinks. (Premium drinks include champagne, certain single malt whiskeys and top end spirits. It will also include a selection of special wines)
5. Laundry
6. Internet if the service is offered
7. Transfer to and from the local airstrip
8. Entrance fees into either National Park or Private Game reserve.

Then besides the direct lodge costs there are the secondary costs, that the guest's accommodation rates goes towards paying:

1. Game reserve or concession management.
2. Wildlife management
3. Anti Poaching costs
4. Upliftment to the local communities. These will include providing clinics or medical assistance, schools etc.

One must also bear in mind the remoteness of most camps or lodges and what it entails to make sure they have fresh produce and supplies in camp. What it costs to bring fuel in and to dispose correctly of waste generated by the camp.

Gone are the days of luxury lodges serving an average meal because of their location. Most lodges now pride themselves on the incredibly high standard of cuisine served as well as the vast wine lists to compliment these meals. Dining is now an experience.

The only extra expenses the guest may incur while staying at these lodges are:

1. Spa Treatments - Most luxury lodges offer wonderful spa's who employ highly qualified therapists. These treatments are at an extra cost, but well worth the experience.
2. Shopping – Most lodges have wonderfully stocked gift shops on site.
3. Phone calls
4. Gratuities Guideline:
 - a. Rangers: \$15.00 per person per day.
 - b. Trackers, where applicable: \$10.00 per person per day.
 - c. Camp Staff: \$8.00 per person per day.

Comparing Apples with Apples

It is important for a client to clearly understand what is included in a quote. Often, clients find the initial quote expensive and then start their own investigations with a Third Party about the costs of their itinerary from Africa Inscribed. Invariably the second quote is cheaper however, in comparison, not of the same standard.

The following are a few pointers **to get the client to understand** when dealing with this situation:

- The SIZE & QUALITY of the camp.
- Clients don't realize that their rate is on a Full Board basis, with drinks, laundry, activities included.
- Where the camps are located for premium game viewing.
- The time of the year quoted, i.e. HIGH or SHOULDER or LOW (GREEN) season.
- Inter-camp transfers...either by air charter or vehicle.
 - Are these transfers included in the quote or not?
 - Are these transfers exclusive or shared?
- Accompanied by a Private Guide or not. See notes above.
- Which flights are included and which are not.
- How many days are they including? Just the days on safari or traveling days from/to home as well.

- Whether the camp is in a private concession or national park/game reserve.
 - In a private concession, the number of vehicles per sighting is limited where as in the national parks there is no limit often resulting in 'traffic jams'
 - Private concessions offer more freedom and exclusivity, giving you the "private" experience.
 - In the national park, you are restricted to certain hours within the park unlike the private concessions where you have the freedom to spend however long you wish on game drive, also allowing for night drives with a higher chance of finding nocturnal animals.
 - The private concessions have the ability to go off road in order to get the best view of a sighting, or tracking opportunity.
 - Bush walks are a popular activity available in the private concessions, whereas most national parks do not offer this activity.

Please remember Africa Incribed Private Travel is more than happy to join you on a conference call with your client so that we can assist you with any questions or queries they may have.

We are here to assist you in anyway that will help you sell Africa as a destination to your clients.