

## QUICK REFERENCE SHEET

COMPILED BY LUKE & SUZANNE BROWN (MAY 2022)

### General Safari Info

#### What?

- Observing wild animals in their natural habitat

#### Where?

- Southern Africa Key Countries: South Africa, Botswana, Zimbabwe, Zambia, Namibia, Malawi
- East Africa Key Countries: Kenya, Tanzania, Rwanda, Uganda
- Beach/Island: Mozambique, Zanzibar, Mauritius, Madagascar, Seychelles

#### Why?

- Bucket List Experience | Pure Nature | Soul Enhancing | Photography
- Big 5: Lions, Elephants, Buffalos, Leopards, Rhinos

#### When?

- All Year Around BUT observe weather patterns
- PEAK: Aug-Oct throughout

#### Who?

- Multi-Gen | Adventurous | Mature | Romance

#### How?

- By vehicle | Helicopter | Balloon | Boat | On Foot

### Questions to Ask Client

#### Duration?

- Min One Week: Single Destination (Max Three Areas)
- Recommended: 10-14 Days (One & More Destinations)

#### Location?

- First Time: South Africa \$\$ or Kenya \$\$\$
- Why? - USA Direct access, Big 5, Good perception

#### Group Configuration?

- Solo; Couple; Multi-Gen; Groups
- Room Preferences
- Ages (esp: kids - no under 6 usually)

#### Cost Expectation?

- **Minimum:** \$500pppn Low Season
- **Average:** \$1-1.5kpppn

#### Add Ons?

Culture | Community | Gastro | Adrenaline | Beach(R&R)

#### When travelling?

- Listen but also guide the client
- Main thing to check: RAINFALL

### Southern vs Eastern

#### Key Destinations & Best Times

##### Eastern

- Two Rainy Seasons: Mar-May | Nov-Feb
- Masai Mara (Kenya) - Migration - Jun-Oct
- Serengeti (Tanzania) - Migration - Aug-Sept
- Volcanoes (Rwanda) - Gorillas - Jun-Sep

##### Southern

- One Rainy Season: Nov-Apr (Cape May-Aug)
- Okavango Delta (Botswana) - May-Sep
- Victoria Falls (Zimbabwe) | Kruger (RSA) | Cape (RSA)

#### Key Differences

- **Southern:** All Open Vehicles | Resident Guides | Mostly Private Concessions | Rain: Nov-Apr (except Cape Town Areas) | Exclusive Options Plentiful
- **Eastern:** Mostly Closed Vehicles | Usually One Guide Throughout | Gorillas & Migration

#### Currencies

- All Areas USD except South Africa & Namibia (ZAR)

### Itinerary Structure

#### Accommodation

- Avg 65% of itinerary cost
- Main Types: B&B (Cities) and Fully Inclusive (All Meals, Drinks & Activities)

#### Activities

- Avg 10% of itinerary costs (third party activities and in cities)

#### Transport

- Avg 15% of itinerary costs (Air/Road/Boat: shared or private)

#### Fixed Fees

- Avg 10% of itinerary costs (Nat Park Fees, Conservation Fees, Community Levies, Permits, Other)
- All non-commissionable

#### Services

- Meet & Greet Services | Language/Private Guides

#### Gratuities & Visas

- never included (follow guidance per destination)