



TEN QUESTIONS TO ASK TO QUALIFY YOUR CLIENTS

Use our Perfect Safari Planner to make sure you have the “who, what, where, when & how questions answered

Will this be your first trip to AFRICA?

If your clients have traveled to Africa before they will most likely know what destination they would like for their next visit to Africa. They also will have an understanding of flight schedules and what it is like to experience a typical ‘day on safari’.

If this will be your clients first trip to Africa they may rely on you to recommend a destination and even the month that they should travel. This is one of the times when a 3-way conference call with African Travel would be most helpful.

Where would you like to go for your “Dream” Safari in AFRICA?

This question should evoke a general discussion on your client’s ideas for their Africa safari – whether they have been there before – or they are first-timers. This will also tell you if clients have done research, are likely shopping around – or are depending solely on you for all recommendations. Again, this is a perfect time for a conference call with one of our Safari Consultants.

Do you have specific travel dates? Or are you flexible with your time?

Travel Dates may determine which Countries would be best suited to be included in an itinerary. The best months for wildlife viewing – and for weather – can vary country-by-country. So the best time to visit Kenya may not be the best month for visiting Botswana. The majority of all African Travel itineraries will operate with only two people and can be booked to suit your client’s travel dates. So even if your clients are not very flexible, we can work with their desired dates.

Do you have a per person budget in mind?

This is always a difficult question to ask but very important. This should be asked early in your conversation. You need to establish if your clients have the budget needed to give them their dream trip to Africa. Clients should be prepared to pay a minimum of \$6000 per person – land and economy class air – for a 12 day safari.

Will clients need you to arrange international air?

If clients intend to redeem mileage points – this needs to be early in the booking process. Point redemption seats are very difficult to find. African Travel will then provide all the required intra-Africa air arrangements. As a general guideline, economy airfare to Africa from the West Coast USA runs \$1900 per person. Business class airfare starts at \$6000 per person. The needed intra-Africa air would be additional.



How many will be traveling?

If your client is a single person traveling alone, he or she might want to travel with a small group upon arrival in Africa. In our current brochure, we have Small Group Departures on specific dates. If your traveling party is larger – say 4 – 10 passengers, we would recommend private sightseeing tours – which are both convenient and cost-effective.

Ages of any children?

This is important as some lodges cater specifically for family activities while others have an age restriction and may not be suitable for the very young.

Will any member of your party be traveling with any medical conditions that I should know about?

For example: Recently a family group was traveling with a grandmother who required Oxygen. This would require properties throughout the itinerary that had a stable supply of electricity. Additionally, some clients cannot- or prefer not to- take any medications for travel to Africa. Fortunately there are countries that do not require any inoculations – and have malaria-free wildlife areas.

Are there any additional activities/interests or special celebrations that you would like to include on your safari while in Africa?

You may need to include a spa property for the wife, a golf game for the husband. Perhaps they will celebrate a 25th wedding anniversary while in Africa or would like to visit a local school, church or orphanage. These are the kind of special details and services that will make your clients' safari the 'trip of a lifetime'.

How soon can we start planning & booking your safari?

Africa is very 'hot' these days, and the most popular lodges can be booked out a year in advance. If your clients wait too long to book, they need to be advised that available space will be limited, and they might not be able to secure their first – or even second choice – of accommodation and game lodges.