Six Steps to Safari Success

Planning a Client’s Safari - The Interview

1. **Who is traveling on this Safari?** (Ask for their names and a little bit about each person, like if they are active or have mobility issues? It takes seconds and allows us to personalize the perfect escape for everyone).

2. **How much time do you have for your vacation?** (2weeks, 3weeks etc. and when too!)

3. **What type of Safari experience do you have in mind?** (Are they interested in a circuit safari where a small group travels from one region to the next or are they preferring to be based in one safari location and exploring from there?)

4. **Are you interested in exploring cities like Cape Town or Nairobi?** (They might be interested in combining experiences like wineries, animal sanctuaries, whale watching, beaches etc.)

5. **On Safari, are you comfortable in a tent or do you prefer on a lodge with four walls?** (Some of these tents are more expensive than the lodges, as camps are more intimate and exclusive. While you are at it ask them if they like 3, 4 or 5 star accommodation. that will help with the next question)

6. **What is your budget for this trip?** (To create a 5 star itinerary and find after they have a 3 star budget is a waste everyone’s time. Ask them what they did on their last vacation and what it cost too. We just want to customize an itinerary that is within your client’s budget.

Get answers for these six questions and Africa Answers will do the rest!