



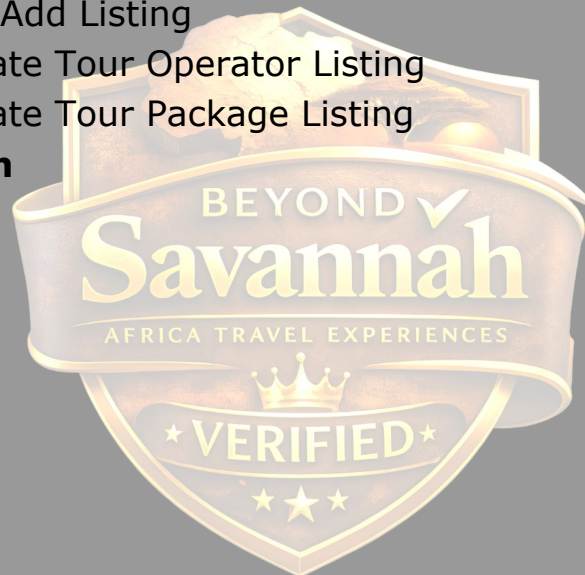
# TOUR OPERATOR USER MANUAL





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## 1.0 Introduction to BeyondSavannah

BeyondSavannah is more than a travel marketplace—it is a global discovery engine for authentic African experiences, built to connect travellers with the raw beauty, culture, and untapped destinations across Africa.

Headquartered in Calgary, Alberta, Canada, BeyondSavannah is a one-stop platform where travellers, explorers, and nature enthusiasts can seamlessly discover, compare, and book curated African safaris, tours, accommodations, and cultural experiences—all in one place.

In a world where travel has become overly commercialized and predictable, BeyondSavannah brings back the true essence of exploration—untouched landscapes, authentic cultures, and meaningful connections with nature.

### 1.1 The Vision Behind BeyondSavannah

BeyondSavannah was created to bridge a critical gap:

- Africa is rich in experiences, yet many local operators remain invisible to the global market.
- Travellers worldwide seek authentic adventures yet struggle to find trustworthy, direct access to local providers.

BeyondSavannah solves this problem by acting as a digital gateway between African tour operators and global travellers, particularly targeting high-value markets in North America, Europe, and Asia.

It is not just a listing platform — it is a growth engine that unlocks Africa’s tourism potential on a global scale.

**Mission Statement:** To empower tour operators to showcase authentic, high-quality travel experiences through a consistent and trusted platform, connecting travellers to unforgettable journeys across Africa and beyond.

## 1.2 What BeyondSavannah Does

BeyondSavannah provides a centralized ecosystem where users can:

### For Travellers:

- Discover unique African safaris and experiences
- Compare verified tour operators and packages
- Access transparent pricing and detailed itineraries
- Connect directly with operators
- Explore authentic, nature-based travel beyond mainstream tourism

### For Tour Operators:

- Showcase their services to a global audience
- Publish tours, packages, and experiences
- Receive direct inquiries and bookings
- Build brand credibility through a professional digital presence

At its core, BeyondSavannah transforms fragmented travel information into a structured, trusted, and accessible platform.

## 1.3 The Advantage for Tour Operators

BeyondSavannah is specifically designed to empower African tour operators — from small, local guides to established safari companies.





## Key Benefits:

### 1. Global Exposure

Operators gain visibility in high-demand international markets including:

- North America
- Europe
- Asia

This exposure is critical for reaching travelers who are actively searching for authentic African experiences but lack direct access to local providers.

### 2. Access to Untapped Markets

BeyondSavannah acts as a market expansion engine, helping operators:

- Reach new customer segments
- Reduce dependency on intermediaries
- Increase direct bookings

### 3. Increased Credibility & Trust

A structured listing with detailed information, imagery, and offerings builds:

- Professional brand presence
- Customer confidence
- Higher conversion rates

### 4. Direct Customer Engagement

Operators can:

- Communicate directly with travellers
- Customize experiences
- Build long-term customer relationships

### 5. Cost-Effective Growth

Compared to traditional marketing channels, BeyondSavannah offers the following:

- High visibility at lower cost
- SEO-driven discovery
- Continuous online presence



## 1.4 A Gateway to Global Travelers

BeyondSavannah positions African tourism where it belongs — on the global stage.

With a strong base in Canada and a digital-first approach, the platform connects operators to:

- Adventure seekers in North America
- Luxury and cultural travellers in Europe
- Fast-growing outbound tourism markets in Asia

This creates a powerful pipeline of international demand, giving operators access to audiences that were previously difficult to reach.

## 1.5 BeyondSavannah for Travellers

For travellers, BeyondSavannah is more than a booking platform—it is an exploration hub.

It offers:

- Authentic, off-the-beaten-path experiences
- Direct access to local expertise
- Transparent and reliable information
- A curated journey into Africa's wildlife, landscapes, and cultures

From the vast savannahs to hidden cultural gems, users can experience Africa in its purest, most natural form.

## 1.6 Why BeyondSavannah Matters

The tourism industry is evolving. Travellers are no longer satisfied with generic packages—they seek the following:

- Authenticity
- Cultural immersion
- Nature-driven experiences



BeyondSavannah answers this demand while simultaneously doing the following:

- Empowering local businesses
- Promoting sustainable tourism
- Increasing Africa's global visibility

## 1.7 The Core Value Proposition

With BeyondSavannah, users gain:

### For Travelers:

- **Discovery** – Access to unique African experiences
- **Trust** – Verified and structured listings
- **Convenience** – Everything in one place
- **Connection** – Direct interaction with local operators

### For Operators:

- **Visibility** – Global reach across key markets
- **Growth** – Increased bookings and inquiries
- **Independence** – Reduced reliance on third parties
- **Positioning** – Stronger brand presence internationally

## 1.8 Summary

BeyondSavannah is not just a platform—it is a movement to redefine how Africa is discovered and experienced. Connecting global travellers with local expertise, thus creating a sustainable ecosystem.

At its heart, BeyondSavannah is about one simple idea:

**“Making Africa accessible, authentic, and visible to the world—one experience at a time.”**



## 2.0 Tour Operator Guide Manual

Welcome to the BeyondSavannah Tour Operator Guide Manual — your complete resource for successfully onboarding, managing, and growing your tour business on the platform.

This manual is designed to provide you with clear, practical, and step-by-step guidance on how to use BeyondSavannah effectively — from creating your account and listing your tours to optimizing your visibility and increasing bookings.

BeyondSavannah serves as a global marketplace for authentic African experiences, linking tour operators with travellers from North America, Europe, and Asia. As an operator, this platform gives you a unique opportunity to showcase your services beyond local markets and access a wider, high-value audience.

Inside this guide, you will learn how to:

- Set up and optimize your operator profile
- Create compelling and high-converting tour listings
- Present your pricing, inclusions, and itineraries professionally
- Engage directly with international travellers
- Maximize your visibility through SEO-driven exposure
- Turn inquiries into confirmed bookings

This manual is more than just instructions—it is a growth blueprint designed to help you position your business competitively in the global tourism market.

Whether you are a small local guide or an established tour company, this guide will help you unlock the full potential of BeyondSavannah and expand your reach beyond borders.

Your journey to global visibility and business growth starts here.



## 2.1 Sign Up – Create Your Operator Account

Getting started on BeyondSavannah ([www.beyondsavannah.com](http://www.beyondsavannah.com)) is simple and designed to get you visible to global travellers as quickly as possible.

The **sign-up process** allows you to create your professional operator profile—your digital storefront where travellers discover, evaluate, and connect with your business.

### What the Sign-Up Does

By creating an account, you will:

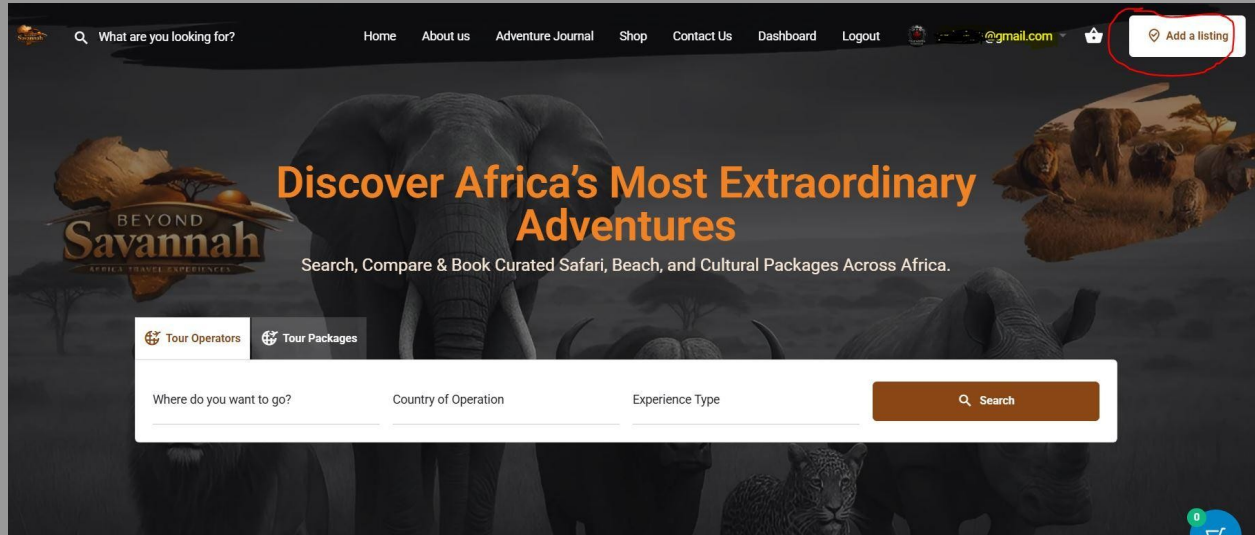
- Establish your official presence on BeyondSavannah
- Gain access to your operator dashboard
- Start listing tours, safaris, and experiences
- Become visible to international travellers



**NB: Once you have successfully registered and created your profile, you can proceed to sign in to your account.**

## 2.2 Create / Add Listing

After setting up your account, create listings to showcase your business. On BeyondSavannah, there are two essential types of listings you need to create:



### 1. Tour Operator Listing (Your Business Profile)

**Note: 1 single entry for tour operator/ Register once**

This is your main company profile — your digital identity on the platform.

It represents who you are as a business and helps travellers understand your brand before they explore your tours.

#### What to Include (Example): ★★

- Company name and overview
- Business location(s)
- Years of experience
- Services offered
- Contact information
- Logo and cover image
- Gallery of past tours or experiences

### **Why It Matters:**

Your tour operator listing builds:

- **Credibility** – Shows you are a legitimate and professional operator
- **Trust** – Helps travellers feel confident choosing you
- **Brand Identity**—Positions your business in a competitive global market

### **2. Tour Package Listings (Your Products)**

These are the actual experiences you offer — safaris, excursions, cultural tours, and travel packages.

Each package should be created as a separate listing.

### **What to Include (Example):**

- Tour title (clear and attractive)
- Destination(s)
- Duration (e.g., 3 Days, 5 Nights)
- Detailed itinerary
- Pricing
- Inclusions & exclusions
- Activities involved
- High-quality images
- Optional upgrades (if any)



### **Why It Matters:**

Your Tour Packages:

- Drive inquiries and bookings
- Showcase your expertise and uniqueness
- Allow travellers to compare and choose experiences

### **How They Work Together**

- Your Tour Operator Listing builds trust and introduces your brand
- Your Tour Package Listings convert interest into bookings

Together, they create a complete and professional presence on BeyondSavannah.

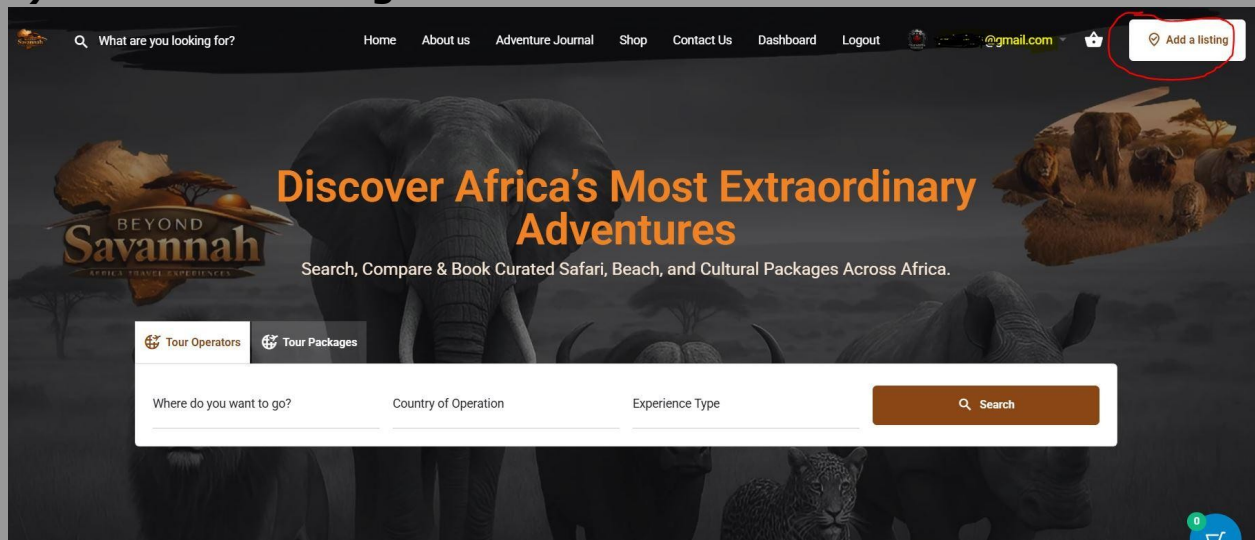
## Best Practice

For best results:

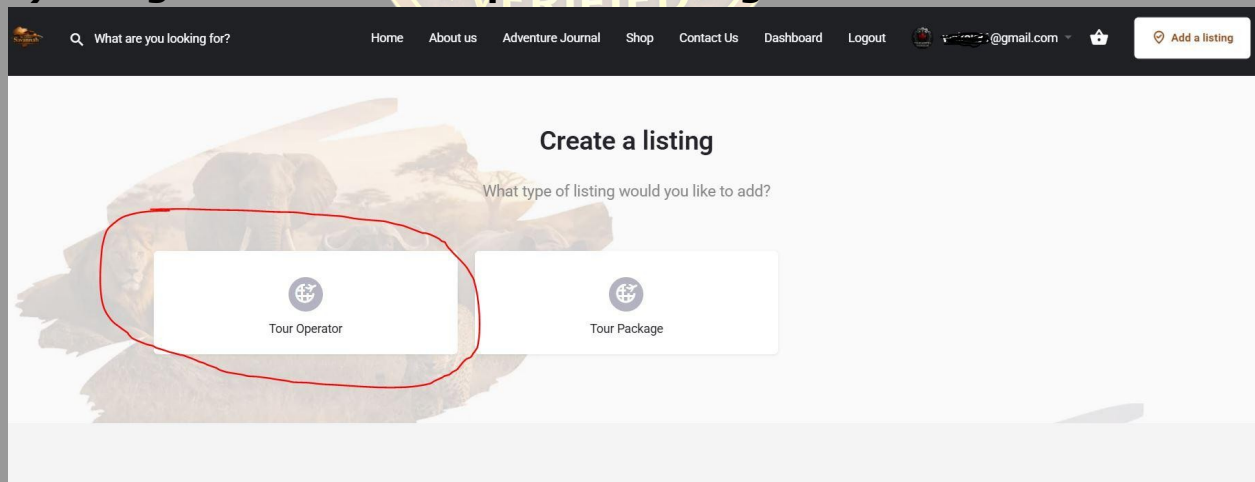
- Complete your operator profile first (**mandatory for verification and registration**).
- Then add multiple tour packages to increase visibility
- Keep your listings detailed, clear, and visually appealing

### 2.2.1 Create Tour Operator Listing

#### a) Select Add listing:



#### b) Navigate to the tour operator listing



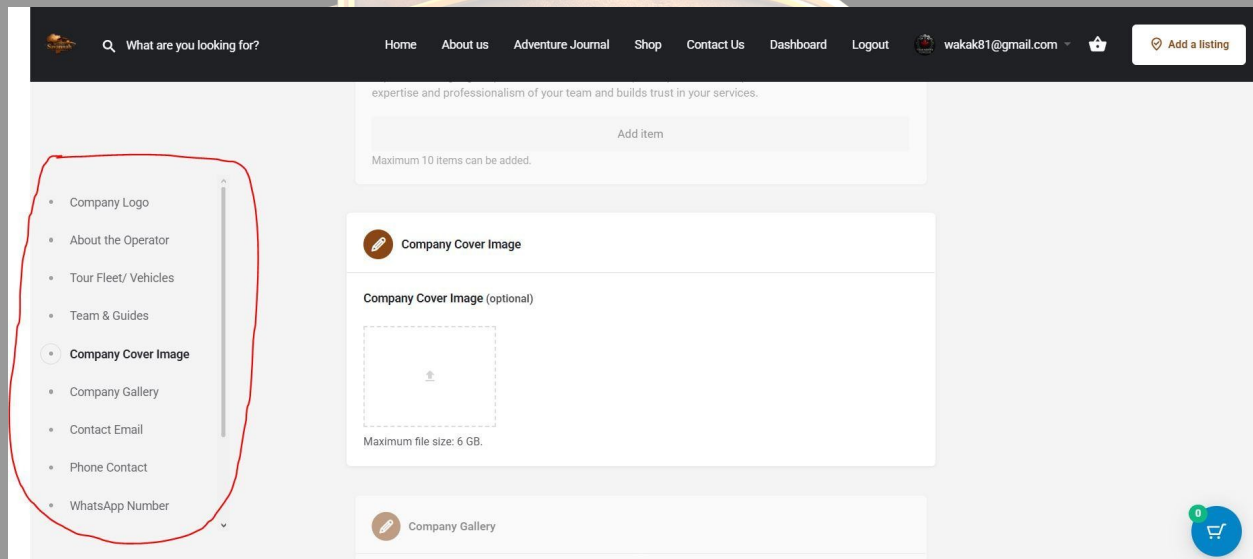
## c) How to create an impactful listing

**Note: 1 single entry for tour operator/Register once**

### Step 1: Prepare Your Content Before Uploading

Before you start filling out your listing, gather all necessary information and media. This includes:

- Company Logo—High-resolution (preferably PNG), clear and professional.
- About the Operator—Company story, certifications, licenses, and achievements. Write a short, engaging paragraph that includes key keywords (e.g., “safari tours in Kenya,” “luxury East Africa adventures”).
- Tour Fleet/Vehicles – Images, capacity, comfort features, vehicle types, and descriptions.
- Team & Guides: staff photos, bios, credentials, languages spoken, and expertise.
- Company Cover Image & Gallery – High-quality, eye-catching images of your tours, staff, or iconic experiences.
- Contact Details – Email, phone number, website, and social media links.



**SEO Tip:** Have a list of keywords relevant to your tours (destination + experience) ready to include in descriptions naturally.



## **Step 2: Log In and Access the Listing Section**

1. Sign in to your BeyondSavannah operator account.
2. From the dashboard, click "Create Listing".
3. Choose "Tour Operator Listing" (separate from tour packages).

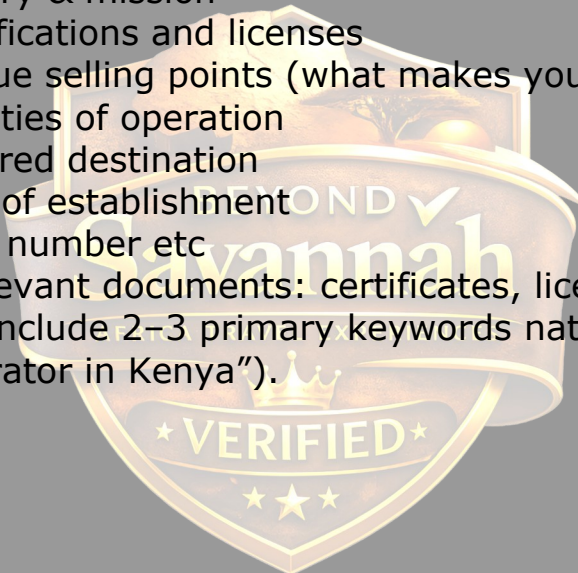
**Pro Tip:** The platform is self-instructive, guiding you through each field. Just do your best—the system makes it easy to create a professional listing even if it's your first time.

## **Step 3: Upload Your Company Logo**

- Click "Upload Logo" and select a clean, professional image.
- Keep it square or circular for the best display.

## **Step 4: Complete "About the Operator." Section**

- Create a clear, compelling profile of your company. Include:
  - History & mission
  - Certifications and licenses
  - Unique selling points (what makes your tours special)
  - Counties of operation
  - Covered destination
  - Year of establishment
  - Staff number etc
- Upload relevant documents: certificates, licenses, or awards.
- SEO Tip: Include 2–3 primary keywords naturally (e.g., "luxury safari operator in Kenya").




## Sample Captions: Company profile

What are you looking for?
Home About us Adventure Journal Shop Contact Us Dashboard Logout @gmail.com + + Add a listing

Company Profile
Staff Profile
Fleet/Vehicles
Reviews 0

Leave a review

**Company Logo**



**Company Name**

Jamhuri Safaris

**Company Tagline**

Every Safari Tells a Story.

**Year Established**

1995

**About the Company**

Jamhuri Safaris is a proudly African tour and travel company dedicated to delivering authentic, immersive, and personalized safari experiences across East Africa and beyond. Rooted in a deep passion for Africa's wildlife, landscapes, and cultures, we specialize in crafting journeys that connect travelers to the true spirit of the continent.

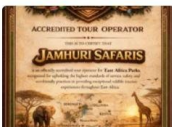


We offer a wide range of safari experiences including wildlife safaris, luxury escapes, cultural tours, honeymoon packages, and adventure expeditions across destinations such as Kenya, Tanzania, Uganda, Rwanda, and Zanzibar. Like leading African tour operators, our approach is centered on customized itineraries, expert guidance, and deep local knowledge, ensuring every journey is unique and meaningful.

At Jamhuri Safaris, we believe that a safari is more than just travel—it is a life-changing journey into the wild. From witnessing the Great Migration to exploring untouched landscapes and engaging with local communities, every experience is designed to inspire, educate, and leave lasting memories.

**Covered Destinations**

- 📍 BW Chobe National ...
- 📍 KE Amboseli Nation...
- 📍 TZ Serengeti Nationa...
- 📍 ZA Kruger National P...
- 📍 CD Virunga National ...
- 📍 KE Maasai Mara Nati...
- 📍 UG Bwindi Impenetra...
- 📍 GA Loango National ...
- 📍 KE Tsavo National P...
- 📍 UG Queen Elizabeth ...

**Certifications and Licenses**

**Language Spoken**

English, French, German, Spanish, Italian

**Booking Email/ Custom Itinerary**

bookings@jamhurisafaris.co.ke

**Countries of Operation**

cd Democratic Repu...
ke Kenya
na Namibia  
rw Rwanda
tz Tanzania
ug Uganda  
za South Africa
zw Zimbabwe

**Phone Number**

+25472279521, +254721255271

**WhatsApp Contact**

+254721255271

**Number of Staff**

50-100 Staff Members

**Company Gallery**

**Group Type**

Custom Tailor-made
Family Tour
Private Tour

## Step 5: Add Your Tour Fleet/Vehicles

- Upload high-quality photos of all vehicles.
- Add detailed descriptions, including:
  - Vehicle type (4x4, minibus, luxury van, etc.)
  - Passenger capacity
  - Comfort level/features (AC, Wi-Fi, safety features)
  - Experience/ideal for, etc.

## Sample Captions: Fleet/ Vehicles


Company Profile
Staff Profile
Fleet/Vehicles
Reviews 0

**Fleet/Vehicles**

**Toyota Land Cruiser 4x4 (Safari Jeep)**  
Capacity: 6-7 passengers  
Features: Pop-up roof, charging ports, fridge, WiFi (optional)


**Safari Vans (Customized)**  
Capacity: 6-8 passengers  
Features: Pop-up roof, comfortable seating

Fleet/Vehicles



**Toyota Land Cruiser 4x4 Safari Jeep**  
The Toyota Land Cruiser Safari Jeep is the most trusted and widely used safari vehicle in Africa, built specifically for rough terrain and long game drives.

- Seating Capacity**  
6–8 passengers  
Guaranteed window seat for each guest  
Tiered seating for better wildlife visibility
- Comfort Features**  
Cushioned individual seats with ample legroom  
Pop-up roof for standing and 360° viewing  
Smooth suspension for rough roads  
Charging ports, fridge, and storage space
- Experience**  
Best balance of comfort + adventure



**Safari Van / Minibus (Budget & Group Travel)**  
Customized vans (Toyota Hiace / Quantum) designed for affordable safaris and group tours.

- Seating Capacity**  
6–10 passengers  
Forward-facing seats
- Comfort Features**  
Softer suspension → smoother ride on normal roads  
Pop-up roof for wildlife viewing  
Sliding windows for airflow
- Experience**  
More budget-friendly  
Comfortable for road transfers  
Slightly less powerful off-road compared to

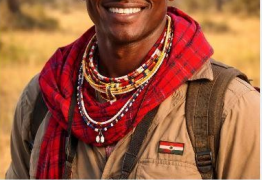
### Step 6: Showcase Your Team & Guides

- Upload individual photos of your staff.
- Include credentials:
  - Name, role, years of experience
  - Languages spoken
  - Areas of expertise or specialization
- This adds human trust and can improve user engagement.


#### a) Sample Caption: Staff profile

What are you looking for? Home About us Adventure Journal Shop Contact Us Dashboard Logout @gmail.com Add a listing

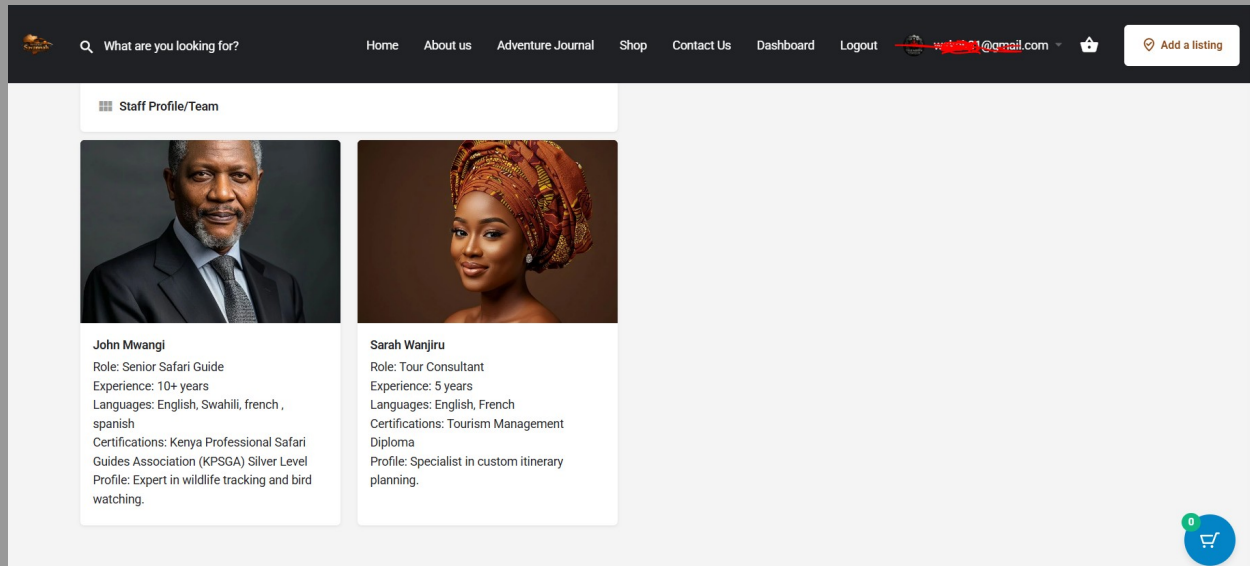
Staff Profile/Team



**John Mopey – Senior Safari Guide**  
Profile Summary  
John Mopey is a highly experienced and passionate safari guide dedicated to delivering authentic, immersive African wildlife experiences. With a deep-rooted connection to the land and its wildlife, John combines expert knowledge, storytelling, and exceptional guest care to create unforgettable journeys. His calm demeanor, professionalism, and keen eye for detail ensure that every safari is both safe and enriching.



**Joan Auma – Luxury Safari & Cultural Experience Guide**  
Profile Summary  
Joan Auma is an exceptional safari guide known for her elegance, intelligence, and warm, engaging personality. She brings a refined touch to every journey, blending luxury travel experiences with deep cultural insight and wildlife expertise. Joan has a natural ability to make guests feel comfortable, inspired, and connected—turning every safari into a truly memorable adventure.



### Step 7: Upload a Company Cover Image

- Choose a visually striking image that represents your brand (staff group shot, iconic tour moment, or scenic landscape).
- Ensure it is high-resolution and fits the platform's dimensions (for better output, use horizontally aligned images).

### Step 8: Create a Company Gallery

- Add multiple images showing your tours, activities, customer experiences, and destinations.
- Include captions describing each image and naturally use keywords.

### Step 9: Enter Contact Details

- Include accurate contact info: email, phone, website, and social media.
- This ensures customers can reach you and improves trust.

### Step 10: Review & Publish

- Double-check all information for accuracy, grammar, and SEO.
- Preview the listing to ensure images display correctly and descriptions are engaging.
- Click "Publish." Your operator listing is now live!

Reminder: Since BeyondSavannah is self-instructive, it will guide you through any missing fields. Kindly provide your best information, and the platform will assist in making your listing appear professional.

## Step 11: Maintain & Optimize

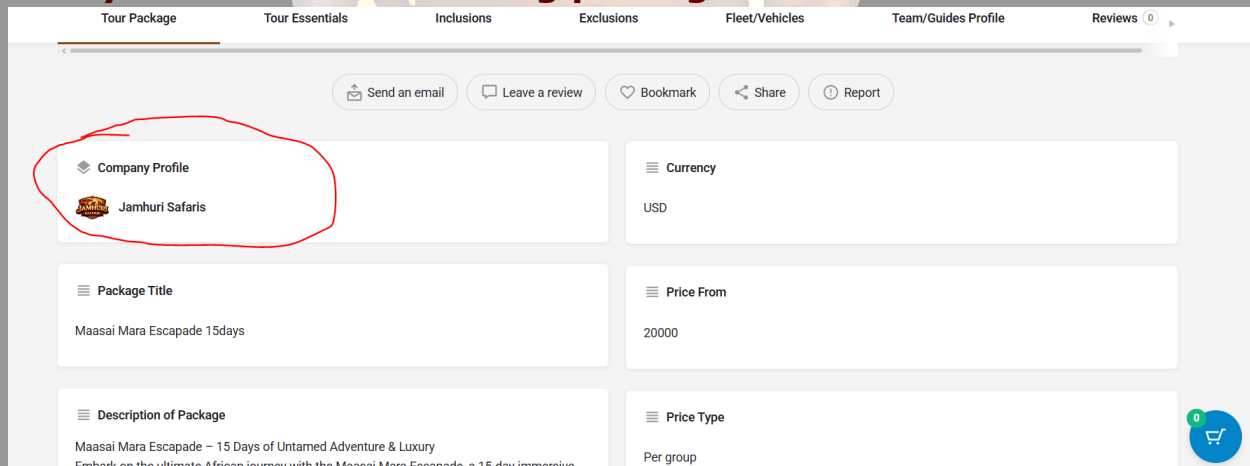
- Update regularly with new tours, photos, staff updates, or certifications.
- Encourage customer reviews to enhance credibility.
- SEO Tip: Periodically adjust keywords in your "About" section and captions to reflect trending searches.

### 2.2.2 Create Tour Package Listing

Creating a tour package on BeyondSavannah lets you showcase your travel experiences, pricing, and itineraries in a way that attracts and converts customers.

#### Note:

- a) Multiple entries for the tour package listing, depending on your listing plan**
- b) The company profile details entered in the Tour Operator Listing are automatically synced and displayed within your Tour Package Listings, ensuring consistency and saving you time when creating packages.**



The screenshot shows the 'Tour Package' editing interface. At the top, there are navigation tabs: 'Tour Package', 'Tour Essentials', 'Inclusions', 'Exclusions', 'Fleet/Vehicles', 'Team/Guides Profile', and 'Reviews (0)'. Below the tabs are action buttons: 'Send an email', 'Leave a review', 'Bookmark', 'Share', and 'Report'. The main content area is divided into several sections:

- Company Profile:** A red circle highlights the 'Company Profile' section, which displays the 'Jamhuri Safaris' logo and name.
- Currency:** A dropdown menu showing 'USD'.
- Package Title:** A text field containing 'Maasai Mara Escapade 15days'.
- Price From:** A text field containing '20000'.
- Description of Package:** A text area containing 'Maasai Mara Escapade - 15 Days of Untamed Adventure & Luxury' and 'Embark on the ultimate African journey with the Maasai Mara Escapade, a 15-day immersive'.
- Price Type:** A dropdown menu showing 'Per group'.

A shopping cart icon with a '0' notification is visible in the bottom right corner.

## Step 1: Access the Tour Package Section

1. Log in to your operator dashboard
2. Click **"Create Listing."**
3. Select **"Tour Package."**

**Pro Tip:** The platform is **self-instructive**, meaning each field will guide you—just follow the prompts and do your best.

## Step 2: Add Tour Package Title (VERY IMPORTANT for SEO)

Your title is the **first thing customers and search engines see.**

### Best Practice:

Use this format:

**Duration + Destination + Experience**

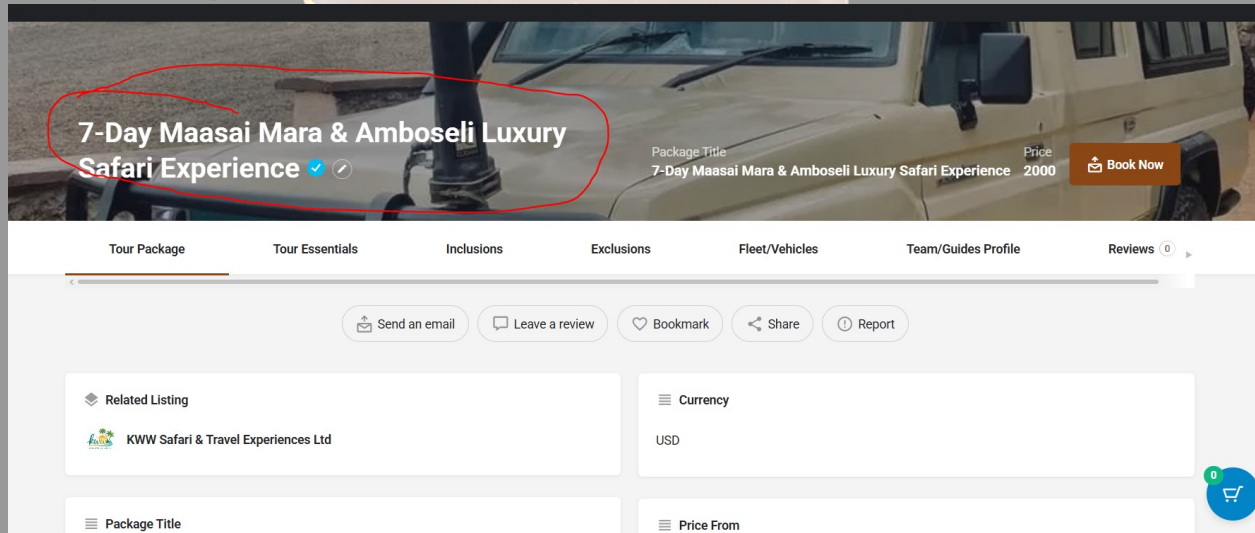
### Examples:

- "7-Day Luxury Kenya Safari – Maasai Mara & Amboseli Experience"
- "5-Day Budget Tanzania Safari – Serengeti & Ngorongoro"

**SEO Tip:** Include keywords like:

- Safari / Tour / Adventure
- Destination (Kenya, Tanzania, Zanzibar)
- Experience (Luxury, Budget, Family, Honeymoon)

### Sample Caption: Tour Package Title



7-Day Maasai Mara & Amboseli Luxury Safari Experience ✓

Package Title: 7-Day Maasai Mara & Amboseli Luxury Safari Experience Price: 2000 [Book Now](#)

Tour Package | Tour Essentials | Inclusions | Exclusions | Fleet/Vehicles | Team/Guides Profile | Reviews

[Send an email](#) [Leave a review](#) [Bookmark](#) [Share](#) [Report](#)

Related Listing: KWW Safari & Travel Experiences Ltd

Currency: USD

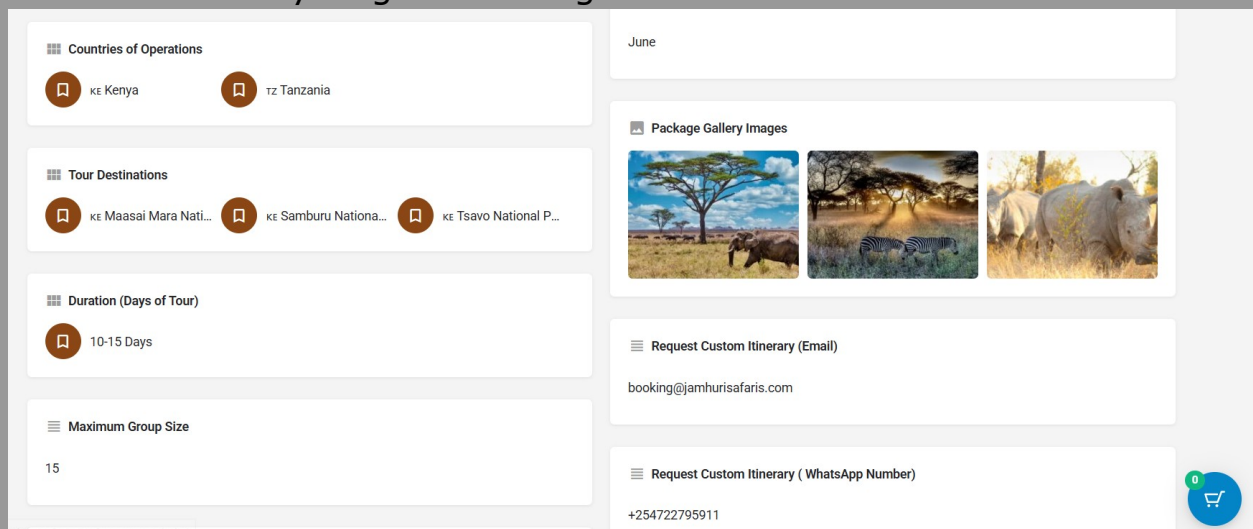
Package Title: Price From

### Step 3: Add Featured Image

- Upload a **high-quality, eye-catching image**
- This is what sells your package at first glance

#### Tips:

- Use wildlife, landscapes, or real client experiences
- Avoid blurry or generic images



The screenshot shows a configuration interface for a tour package. It includes sections for:

- Countries of Operations:** Kenya (ke) and Tanzania (tz).
- Tour Destinations:** Maasai Mara National Park (ke), Samburu National Park (ke), and Tsavo National Park (ke).
- Duration (Days of Tour):** 10-15 Days.
- Maximum Group Size:** 15.
- Month:** June.
- Package Gallery Images:** Three images showing a savanna landscape with an elephant, zebra, and a rhinoceros.
- Request Custom Itinerary (Email):** booking@jamhurisafaris.com
- Request Custom Itinerary (WhatsApp Number):** +254722795911

### Step 4: Write Tour Description

This is your **sales pitch**.

Structure it like this:

- **Introduction:** Brief overview of the experience
- **Highlights:** What makes it special
- **Who it's for:** families, couples, solo travellers)

Example:

"Experience the ultimate 5-day safari through Serengeti and Ngorongoro Crater, featuring breathtaking wildlife encounters, luxury lodges, and expert-guided game drives..."

**SEO Tip:** Naturally include keywords like the following:

- "African safari"
- "Big Five experience"
- "guided wildlife tour"



## Sample Caption: Tour Package Description

**Description of Package**

Maasai Mara Escapade – 15 Days of Untamed Adventure & Luxury  
Embark on the ultimate African journey with the Maasai Mara Escapade, a 15-day immersive safari experience set in the breathtaking landscapes of Maasai Mara National Reserve. This extended adventure is designed for travelers seeking a deeper connection with nature, wildlife, and culture—far beyond the ordinary safari.

From the moment you arrive, you'll be welcomed into a world where golden savannahs stretch endlessly and wildlife roams freely. Enjoy thrilling daily game drives led by expert guides, tracking the iconic Big Five and witnessing dramatic predator-prey encounters. Depending on the season, you may experience the awe-inspiring Great Migration—millions of wildebeest and zebras crossing the plains in one of nature's greatest spectacles.

This journey is not just about wildlife—it's about experience. Stay in carefully selected lodges and luxury tented camps that blend comfort with the raw beauty of the wild. Wake up to the sounds of nature, enjoy sundowners overlooking the plains, and dine under the African sky. Optional experiences such as hot air balloon safaris offer a magical aerial perspective of the Mara at sunrise.

Beyond the game drives, immerse yourself in authentic cultural encounters with the Maasai community. Learn about their traditions, way of life, and deep connection to the land—adding a meaningful human dimension to your safari.

With a well-paced itinerary, this 15-day escapade allows you to explore different regions of the Mara, ensuring diverse landscapes, varied wildlife sightings, and unforgettable moments every day. Whether you are a wildlife enthusiast, photographer, honeymooner, or adventure seeker, this safari offers the perfect balance of excitement, relaxation, and discovery.

**Price Type**

Per group

**Accommodation Level**

Camping (Basic), Mobile Tented Camp

**Included in Price**

Accommodation, Meals, Park fees, Transport, Guide

**Availability Type**

Monthly Departures

## Step 5: Add Tour Itinerary (Day-by-Day Breakdown)

Break down each day clearly:

### Example:

- **Day 1:** Arrival & transfer
- **Day 2:** Game drive
- **Day 3:** National park exploration

### Best Practice:

- Keep it simple but descriptive
- Highlight key activities each day

This builds **trust and clarity** for customers.

## Sample Caption: Tour Itinerary

**Itinerary/Daily Activities**

**Day 1: Arrival in Nairobi – Welcome to Kenya**  
Arrive in Nairobi where you'll be warmly received and transferred to your hotel. Relax after your journey or enjoy an optional city tour. In the evening, receive a safari briefing and prepare for the adventure ahead.

**Day 2: Nairobi to Maasai Mara – Into the Wild**  
Depart early for the iconic Maasai Mara National Reserve, traveling through the scenic Great Rift Valley. Arrive in time for lunch at your lodge, followed by your first exhilarating game drive across the vast savannah.

**Day 3: Full-Day Game Drive – Big Five Exploration**  
Spend a full day exploring the Mara with morning and afternoon game drives. Track lions, elephants, buffalo, leopards, and rhinos, while soaking in the endless plains teeming with wildlife.

**Day 4: Mara Discovery & River Ecosystems**  
Venture deeper into the reserve, visiting river areas where hippos and crocodiles thrive. Enjoy diverse wildlife sightings and stunning landscapes that make the Mara world-famous.

### Itinerary/Daily Activities

#### Day 1: Nairobi – Maasai Mara

Pick up from hotel/airport  
Scenic drive to Maasai Mara  
Evening game drive

#### Day 2: Full Day Maasai Mara Safari

Morning & afternoon game drives  
Spot lions, elephants, cheetahs, and more  
Optional Maasai village visit

#### Day 3: Maasai Mara Experience

Optional hot air balloon safari  
Wildlife photography  
Relaxation at the lodge

#### Day 4: Maasai Mara – Amboseli

Travel to Amboseli National Park  
Evening game drive

#### Day 5: Amboseli Safari

Full-day game drives  
Views of Mount Kilimanjaro  
Elephant herds experience

#### Day 6: Amboseli Exploration

Cultural visit (Maasai community)  
Relaxation and photography

#### Day 7: Return to Nairobi

Morning game drive  
Transfer back to Nairobi

## Step 6: Set Pricing

- Add price per person or group
- Specify:
  - Currency
  - What affects price (season, group size)

**Pro Tip:** Transparency builds trust and reduces inquiries.

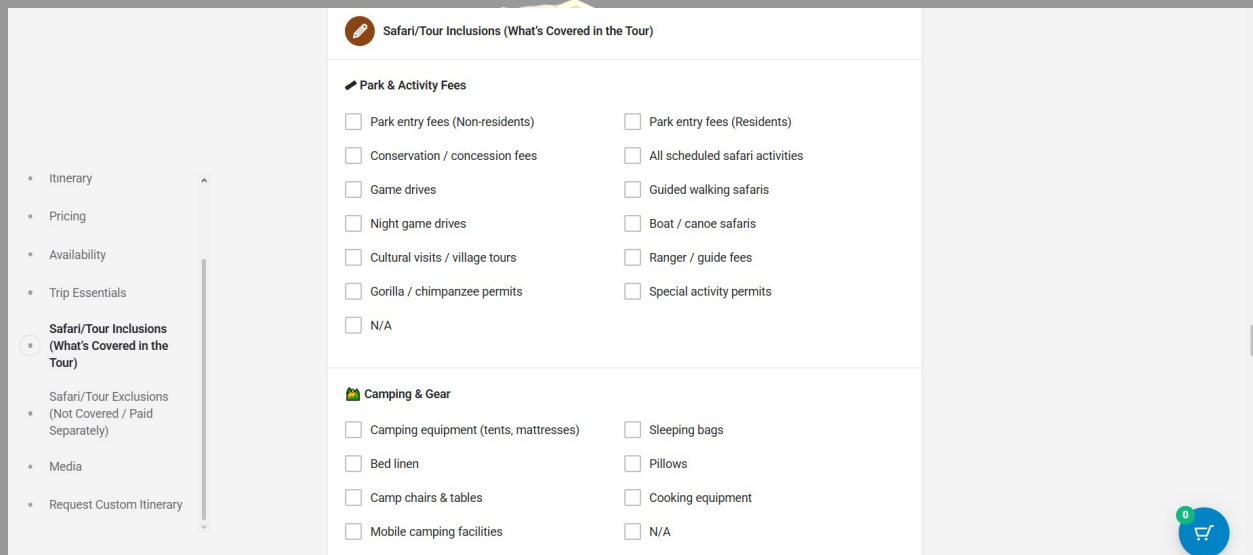
## Step 7: Add Inclusions & Exclusions

For the Inclusions and Exclusions section, we have provided a standardized checklist of items commonly used within the safari industry. Simply select the options that apply to your tour package. This checkbox approach is designed to make the process quick, consistent, and easy while ensuring your listing meets industry expectations.

Use your predefined taxonomy (crucial for consistency).

Inclusions:

- Accommodation
- Transport
- Park fees
- Meals
- Guide etc



The screenshot shows a web form titled "Safari/Tour Inclusions (What's Covered in the Tour)". On the left is a sidebar menu with options: Itinerary, Pricing, Availability, Trip Essentials, Safari/Tour Inclusions (What's Covered in the Tour) (selected), Safari/Tour Exclusions (Not Covered / Paid Separately), Media, and Request Custom Itinerary. The main content area is divided into two sections: "Park & Activity Fees" and "Camping & Gear".

**Park & Activity Fees**

<input type="checkbox"/> Park entry fees (Non-residents)	<input type="checkbox"/> Park entry fees (Residents)
<input type="checkbox"/> Conservation / concession fees	<input type="checkbox"/> All scheduled safari activities
<input type="checkbox"/> Game drives	<input type="checkbox"/> Guided walking safaris
<input type="checkbox"/> Night game drives	<input type="checkbox"/> Boat / canoe safaris
<input type="checkbox"/> Cultural visits / village tours	<input type="checkbox"/> Ranger / guide fees
<input type="checkbox"/> Gorilla / chimpanzee permits	<input type="checkbox"/> Special activity permits
<input type="checkbox"/> N/A	

**Camping & Gear**

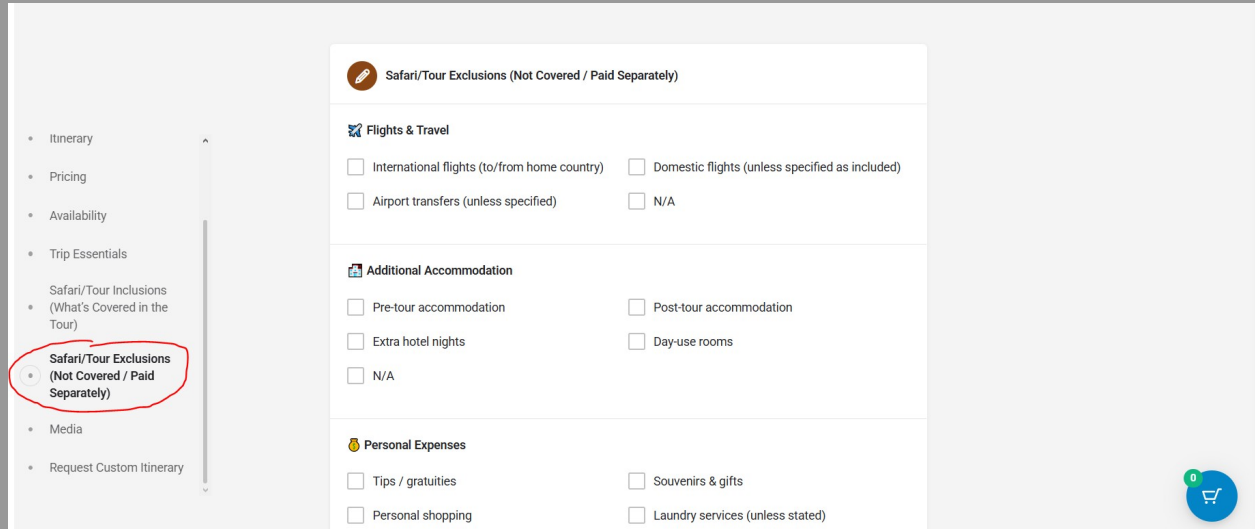
<input type="checkbox"/> Camping equipment (tents, mattresses)	<input type="checkbox"/> Sleeping bags
<input type="checkbox"/> Bed linen	<input type="checkbox"/> Pillows
<input type="checkbox"/> Camp chairs & tables	<input type="checkbox"/> Cooking equipment
<input type="checkbox"/> Mobile camping facilities	<input type="checkbox"/> N/A

A shopping cart icon with a '0' is visible in the bottom right corner of the form.

Exclusions:

- Flights
- Visa fees
- Personal expenses
- Tips

**SEO Tip:** This section improves clarity and reduces bounce rate.



**Safari/Tour Exclusions (Not Covered / Paid Separately)**

**Flights & Travel**

- International flights (to/from home country)  Domestic flights (unless specified as included)
- Airport transfers (unless specified)  N/A

**Additional Accommodation**

- Pre-tour accommodation  Post-tour accommodation
- Extra hotel nights  Day-use rooms
- N/A

**Personal Expenses**

- Tips / gratuities  Souvenirs & gifts
- Personal shopping  Laundry services (unless stated)

## Step 8: Add Tour Gallery

- Upload multiple images:
  - Wildlife
  - Accommodation
  - Activities
  - Vehicles

**Goal:** Help users visualize the experience.

## Step 9: Add Location & Categories

- Select destinations (e.g., Maasai Mara, Serengeti)
- Choose categories:
  - Luxury
  - Budget
  - Adventure
  - Family

**SEO Tip:** Categories help your listing appear in filtered searches.

## Step 10: Add Duration & Group Details

- Number of days/nights
- Group size (min/max)

This helps customers quickly assess suitability.

## Step 11: Add Contact / Booking Info

- Ensure your contact details are correct
- Add booking instructions if needed



**Kindly note that your staff profiles and fleet/vehicle details are automatically pulled from your company profile (tour operator listing) and will appear in your tour package. If you have any package-specific or customized information, please include it in the Tour Package Description section.**

### **Step 12: Review & Publish**

- Check:
  - Spelling and grammar
  - Image quality
  - Pricing accuracy
- Click "**Publish.**"

**Reminder:** The system is self-instructive—it will alert you if anything is missing.



## 3.0 Conclusion

At BeyondSavannah, we believe that **quality, consistency, and authenticity** are the foundation of a great travel marketplace. This user manual has been designed to guide you through every step of creating professional, engaging, and SEO-driven listings that not only represent your brand but also inspire confidence in travellers.

By maintaining high standards across all tour operator profiles and tour package listings, we ensure that every client who visits the platform experiences a seamless, trustworthy, and visually compelling journey. Consistency in how information is presented—combined with rich content, clear structure, and accurate details—allows your offerings to stand out while contributing to a unified and premium marketplace experience.

Our goal is to empower you to showcase your expertise, tell your story, and highlight the unique experiences you offer. When every operator brings their best to the platform, it creates a powerful ecosystem where quality listings attract the right audience, build trust, and ultimately drive meaningful bookings.

BeyondSavannah transcends the role of a mere listing platform; it serves as a space for discovering exceptional experiences, elevating trusted operators, and initiating unforgettable journeys. By following this guide and committing to excellence in your listings, you are playing a key role in shaping a marketplace that delivers real value to travellers around the world.