



Abercrombie & Kent  
EAST AND SOUTHERN AFRICA

Sales & Marketing Tool Box  

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EAST & SOUTHERN AFRICA



Selling East and Southern Africa with  
Abercrombie & Kent has just become  
a whole lot easier and a lot less daunting.

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Welcome to your sales and marketing toolbox. Everything you need to sell East and Southern Africa can be found within these cover pages. This toolbox serves as your perfect “go to” document that contains curated sales tools, webinars, destination experiences and brochures that have been specifically created to help and guide you in selling Africa. From getting the conversation started with guests, to suggesting ideas and itineraries, to ultimately making the sale, this toolbox contains the essential information and guidance you are looking for.





## BECOME AN AFRICAN SPECIALIST

### Africa Specialist Program

Become an A&K Africa Specialist. Our online course on luxury travel in Africa will provide you with the expertise to become an East and Southern Africa destination expert.







# YOUR SELLING TOOLS

## Idea Book 2024

Learn more about the best time to travel to each country and quoting made easy with our tailormade itineraries featuring hotels, lodges & camps based on the guests budget and suggested extensions.

**Reach out to your A&K Sales Director for your rate sheet**





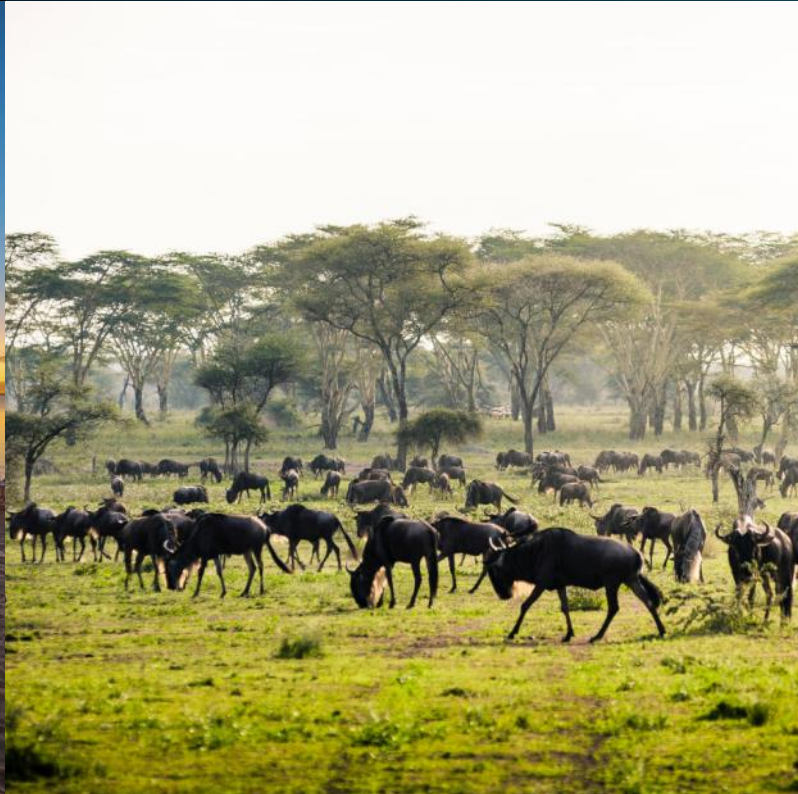


## DESTINATION EXPERIENCES

### Day Tours & Insider Access

Download our variety of full and half day touring excursions allowing guests a tailor made experience to suit their individual interests in East & Southern Africa.





# DESTINATION INFORMATION

## Map Book

Learn more about the National Parks in East & Southern Africa as well as property locations within each country and area

## Climbing Kilimanjaro with A&K

Introduction | Preparation & Training | Camping Specifications | Routes

## Rwanda vs Uganda Gorilla Trekking

Information | Permits | Cost | Duration | Access

## Visa Information Guide

Know which nationalities require visas and how to apply with links to the relevant websites

## Suggested Reading List

East Africa  Southern Africa 



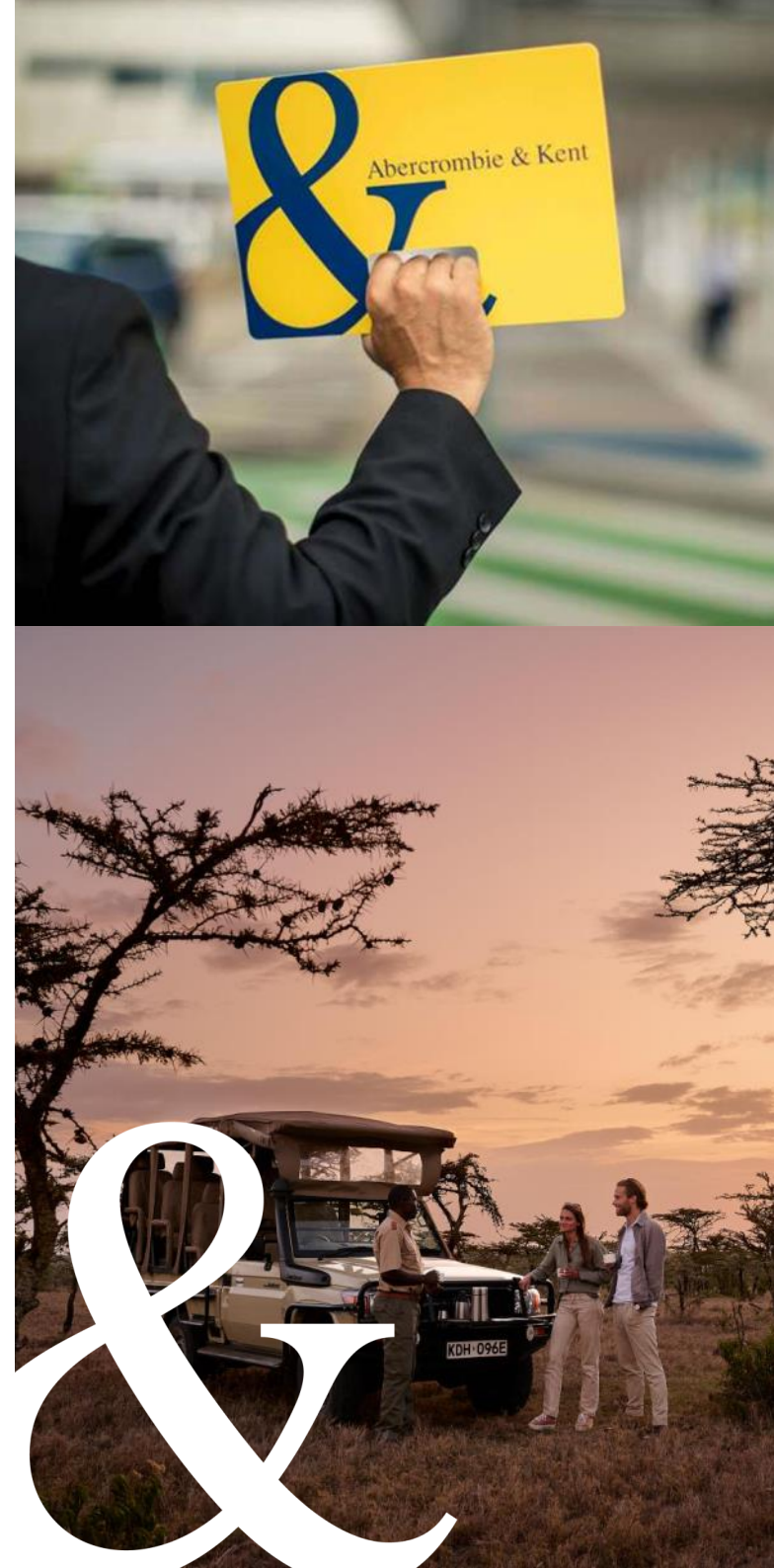
# HOW TO QUOTE

Please assist us in creating the perfect tailor-made itinerary for your guests by providing the following information at enquiry stage:

- Lead Guest Name
- Number of guests
- Age of kids (If any)
- Preferred rooming breakdown
- Days of travel (Excluding international flights)
- Destinations interested in
- Special interests / activities / experiences
- Special celebrations while traveling
- Have they travelled to the region before and where did they go
- Nett or gross budget excluding international flights
- Preferred Accommodation level
- Any other special requests or requirements

## BOOK WITH A&K

Once you are ready to confirm your booking we will reconfirm services we are holding and send you an invoice. A&K requires a deposit payment (25% for land and 100% for air services). Balance of payment is required 60 days prior to travel and electronic guest documentation is issued 3 to 4 weeks prior to travel.



# RESERVATIONS

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## **KENYA**

Tel: +254 20 6950 000  
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## **RWANDA**

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## **UGANDA**

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# Abercrombie & Kent

EAST AND SOUTHERN AFRICA

## CONTACT US

### EAST AFRICA

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### SOUTHERN AFRICA

**BOTSWANA | NAMIBIA | SOUTH AFRICA | MADAGASCAR |**

**MAURITIUS | MOZAMBIQUE | ZAMBIA | ZIMBABWE**

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## SALES

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