

**HOTEL MANAGEMENT TECHNIQUES**  
**SALES TECHNIQUES IN THE TOURISM, HOTEL AND RESTAURANT INDUSTRY**  
**414-TC9-AS SECTION 06256**

**SALES PLAN FOR**  
**KRUGER RESERVE**

PRESENTED TO:  
**Mr. HANI SAMUEL**

PRESENTED BY:  
**FRÉDÉRICKE LAPIERRE**  
**LOÏC TYSON MORRIS**  
**LORRAINE OKEREKE**  
**GAREN MOURADIAN**  
**NGUYEN TUNG TRAN**

NOVEMBER 18<sup>TH</sup>, 2019  
LASALLE COLLEGE

# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>2</b>
<b>I. INTRODUCTION TO KRUGER NATIONAL PARK</b>	<b>2</b>
<b>II. WHY KRUGER ATTRACTS TOURISTS AND VISITORS</b>	<b>3</b>
<b>II. WHAT ARE THE EXPECTATIONS FROM TOURISTS AND VISITORS</b>	<b>5</b>
<b>III. DEFINITION OF MARKETING VARIABLES</b>	<b>6</b>
<b>IV. MARKET SEGMENTS</b>	<b>7</b>
<b>V. ANALYSIS OF THE COMPETITION AND SALES TRENDS</b>	<b>8</b>
1. Advantages	8
2. Disadvantages	8
<b>VI. KRUGER'S STATISTICS</b>	<b>9</b>
1. Climate	9
1.1 Dry season (May to September)	9
1.2 Wet Season or Rainy Season (October to April)	10
2. Tourists and Visitors	11
<b>VII. KRUGER TRAVEL GUIDE</b>	<b>12</b>
1. Where to go in Kruger National Park	12
2. Where to stay in Kruger National Park	13
2.1 Luxury Lodges	13
2.2 Rest Camps	15
2.3 Conference Facilities	17
3. Kruger tours and activities	19
3.1 Tours	19
3.2. Recommended Activities	20
<b>CONCLUSION</b>	<b>22</b>
<b>WORKS CITED</b>	<b>23</b>

# **INTRODUCTION**

During our third hotel management semester, we started our sales techniques class, where we slowly opened our eyes to the world of sales. One thing we learned is that, behind every successful destination, there is a hard working sales department working day and night to attract and maintain business. In this semester, we were given a session project in which we have to choose a destination, try and sell it to our teacher and classmates. The destination we chose for our project is the Kruger National Park which is one of the oldest and largest national parks in Africa. The reason we chose it is because of its history and beauty as well as how it came to be.

## **I. INTRODUCTION TO KRUGER NATIONAL PARK**

Kruger National Park is located in the Northeastern region of South Africa, between the Limpopo and Mpumalanga provinces. It was established as a National Park in 1926 and it is one of the largest game reserves in Africa. It is known for having the famous big five that include lions, leopards, rhinos, elephants and buffalos; other wildlife and various bird species are also found in the reserve. The subtropical climate has allowed the wildlife to thrive in their habitat and made it ideal for a Safari experience to be enjoyed by visitors. Kruger National Park has boosted the tourism industry greatly, the surrounding activities and places to visit contribute to a worthy experience desired by tourists. Where nearly 2 million hectares of unrivaled diversity of life forms fuses with historical and archaeological sights, this is real Africa. The world-renowned Kruger National Park offers a wildlife experience that ranks with the best in Africa.

## **II. WHY KRUGER ATTRACTS TOURISTS AND VISITORS**

### **1. Millions of unspoilt hectares**

If you are looking to really discover and enjoy the true and unspoilt Africa, then the nearly 2 million unspoilt hectares of bush plains of the Greater Kruger National Park offers the perfect experience.

### **2. One of the best national parks in Africa and the world**

Many people consider the Kruger National Park to be one of the most exceptional national parks not only in Africa, but in the entire world. If you are a lover of expeditions and things of that sort than look no further.

### **3. Day visitors welcomed**

The park opens its gates to day visitors who just want to visit the park. So if you are only passing through, take the time to enjoy yourselves and drive through some of the park to get the real taste of Africa and its breathtaking landscape.

### **4. All budgets are catered for**

Regardless of your budget or tastes, you are catered for. The game reserves provide campsites, self-catering accommodation and standard rondavels (small lodges) to exquisite five star luxury safari lodges, all for the enjoyment of the park's visitors.

## **5. Easily accessible**

Traveling to the Kruger National Park has been made super easy and convenient. You now have more options than ever before. It's possible to fly in by charter plane or experience the ground journey by visiting the park by road. It is incredibly easy to access the park from main cities like Durban and Johannesburg, which means there are no excuses not to visit the park.

## **6. Golf enthusiasts are catered**

Golf enthusiasts can enjoy playing a round at the World Class Leopard Creek Golf Course during their stay at the park. Innovative architectural and landscaping techniques ensure that the Leopard Creek golf course and living areas are naturally protected from animals, while lakes and small streams have been diverted through the development to create scenic routes and interesting golf strategies.

## **7. Bird watching**

Bird lovers can look forward to seeing more than 400 bird species in their natural habitat.

## **8. Bush drives and nature walks**

Guided bush drives and nature walks get you up close and personal with the majesty that is the Kruger National Park.

## **9. Hot air ballooning and helicopter flights**

For the ones that are adventurous at heart looking for a unique way to experience South Africa's most beautiful countryside, you can enjoy the majesty of the Kruger National Park through hot air ballooning and helicopter flights. You meet up before sunrise and coffee is served while you watch your eight-storey high hot air balloon being inflated and prepared for flight. After a safety briefing you should be

airborne in time to witness the sunrise. Then a change in altitude to search for a favourable wind that will allow you to drift gently over the landscape on your hot air balloon safari.

## **10. Various options of luxurious accommodation**

Among the most famous is Lukimbi Safari Lodge, which is a stunning luxury safari lodge situated in the easily accessible southern portion of the Kruger National Park, South Africa. You will be able to experience the Big Five and a wide variety of other animals and birds, which roam freely in their natural habitat.

There are also offers for customers who are keen on enjoying the privacy and tranquillity. Normally, the lodges have 4 or 5 night combo packages that include two or three nights at one establishment, and another two or three nights at another. This provides you with the ideal opportunity to enjoy two different luxury locations.

## **II. WHAT ARE THE EXPECTATIONS FROM TOURISTS AND VISITORS**

The Kruger National Park is undeniably famous for its aspect of nature, which attracts visitors from around the world. Coming to Kruger, people carry with themselves various collections of expectations, which we categorize into two main reasons as below:

### **1. To 'explore' the land of nature**

The Kruger National Park consist of almost 20,000 square kilometres which is bordered by two other countries Mozambique and Zimbabwe and flowed through by a number of major rivers. Such a large area means that the park is given a diverse ecology. Therefore, it provokes the craving of

discovering new lands and territories of human's nature. A trip to Kruger is the perfect time to do something uniquely different and exciting that you cannot do at home.

## **2. To experience the luxury in the middle of nature**

It is more often to have your time in a hotel located in cities or towns than to have a luxurious bed looking out to a land full of green and blue. It is another significant expectation in mind of customers when they considering going to Kruger. With several accommodations in the nature reserve ranging from chalets to lodges, Kruger is a perfect choice to both find the beauty of nature and revitalize oneself, experiment an adventurous stay.

## **III. DEFINITION OF MARKETING VARIABLES**

There are two types of marketing variables for our product which include; controllable variables and uncontrollable variables found within the economic environment. For the uncontrollable variables, they may include the economic, socio-cultural , ethical, technological, political-legal environments ( also known as the macro/external environmental factors). We shall focus on the marketing variables that are in our control and facilitate our sales plan. The marketing mix principle is an amalgamation of four controllable variables; product, place, promotion and price. It is important to formulate a marketing strategy mix that meets the needs of our target market. The product is the tangible good or service being offered that satisfies the needs of our target clients. Kruger Reserve is a treasure of the South African tourism industry. The beauty of the national park, the surrounding activities and accommodation facilities available for the local and foreign tourists is immeasurable. The place is defined as where the product or service is made accessible to the clients that are interested to make a purchase. We intend to not only sell Kruger Reserve as a product package, but as a whole experience that needs to be on your bucket list. The best place to maximize our reach is to utilize the various social media platforms such as Youtube

and Facebook ads. We will utilize multi-channel marketing strategies so as to reach families and seniors, be it online or offline. The other places to position our products to our target clientele include exhibition stands, catalogues and television advertisements. The price of our product aims to deliver value to our clients, it sums up the actual selling price factoring in the competitive benchmarks, seasonal discounts, expenditure costs and others. The price attached ought to bring in revenue for the organization, and not just breaking even. The price is the cost our customers will pay for the product. The promotion includes advertising, marketing, public relations and a promotional strategy that will push the product. Drafting a sales plan like this is also part of the promotional strategy process, for thorough research is required to bear worthy results. Setting up the right promotional strategy in order to sell the products and experiential services being offered by the Kruger Reserve, will assist to unleash great profit margins that will impact the gross national product of the country.

#### **IV. MARKET SEGMENTS**

The market segments we are aiming for are mainly leisure travelers who want to travel and discover the Park. Specifically, they are:

- Families and individuals seeking a true South African wilderness experience, with their families and loved ones.
- Hybrid travelers who are here to conduct business and who will need to relax at the end of the day.
- Corporate travelers, who are members of Companies or associations that want to expand, as there are numerous opportunities available in South Africa, while respecting the responsible tourism concept, and helping develop and contribute to the South African economy.



## **V. ANALYSIS OF THE COMPETITION AND SALES TRENDS**

Our main competitors are the big game lodges, resorts, as well as the luxurious safari tours. They have been presented for many years and they aim for a particular niche market, which offer exorbitant prices for brief periods of stay. Most of the activities other than safari guided tours are big game hunting tourists and trekking fanatics. They aim to attract a niche market which focuses mainly on luxury travellers as most prices may exceed at the lowest rate \$5,000.00 per room night. It is our job to make this more accessible for travelers with less buying power.

### **1. Advantages**

- Gain in terms of travel experience and adventure,
- See animals which are wild, endangered and dangerous up-close, as they hunt, feed and graze,
- Promote and contribute to the local economy by consuming locally, and not products which have been imported from abroad,
- See unique and breath-taking landscapes and sceneries which are unique to South Africa,
- Learn more about South African communities and tribes who live in the bush, such as the Ndebele, San, Shangaan, Tsonga and Venda, their culture offers a vast level of education for individuals who take an interest in the history of South Africa.

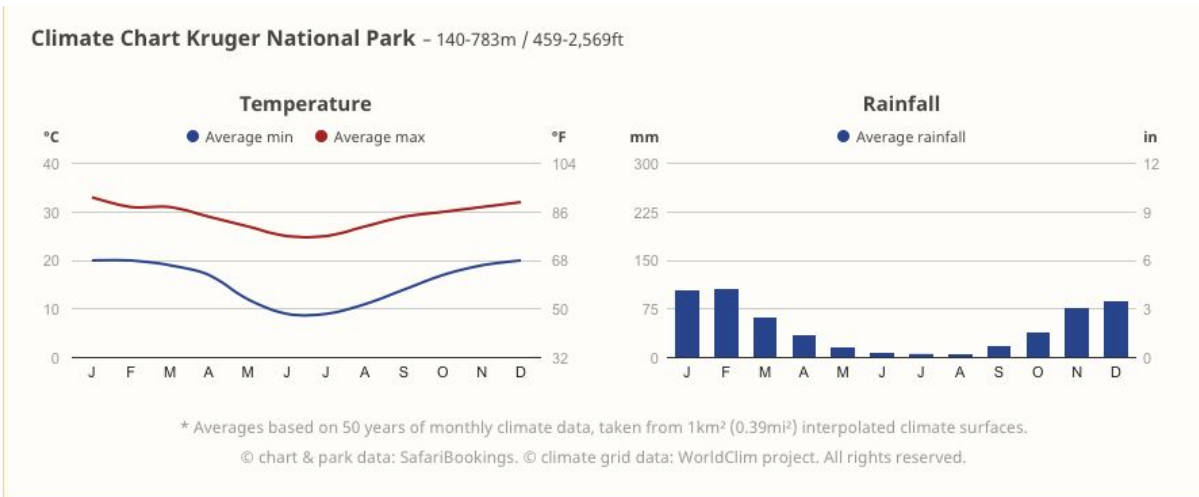
### **2. Disadvantages**

- Tourism may bring nuisible and irresponsible travelers over a period of time, who will have a negative impact on the environment and the nation's resources,
- Travelers who come from abroad come to South Africa for big game hunting,
- Safari tours always represent a risk as animals can be unpredictable (big game such as lions and hyenas, smaller ones such as the Tsetse fly which causes sleeping sickness and mosquitoes responsible for dengue fever and malaria),

- The economy of South Africa is not at its best, social and cultural differences and inequalities are still very present throughout the country, as well as memorials which relate to the horrors the country once endured during apartheid.

## VI. KRUGER'S STATISTICS

### 1. Climate



Kruger experiences winter and summer at the opposite times as Europe and North America and they correspond to the Dry and Wet season, respectively. The wet summer months (October to April) are hot and often humid. Dry winters (May to September) are warm and mild although it cools off considerably at night. It is advisable to take warm clothing for early morning and evening game drives.

#### 1.1 Dry season (May to September)

There is almost no rainfall during the winter, and the humidity is very low. The Animals are mostly attracted to permanent water sources as water becomes scarce in the bush.

Months	Description

<b>May</b>	Temperatures are cooling down to typically 12°C/54°F in the morning and 27°C/81°F in the afternoon.
<b>June, July and August</b>	When waking up, mornings will be cold so it's recommended to pack warm winter clothing. The average morning temperature is 10°C/50°F. Afternoons will be pleasant with temperatures around 26°C/79°F and cloudless skies.
<b>September</b>	The heat gradually builds up to about 29°C/84°F in the afternoon, and the first rains bring relief from very dry conditions. Mornings are less cold with temperatures around 14°C/57°F.

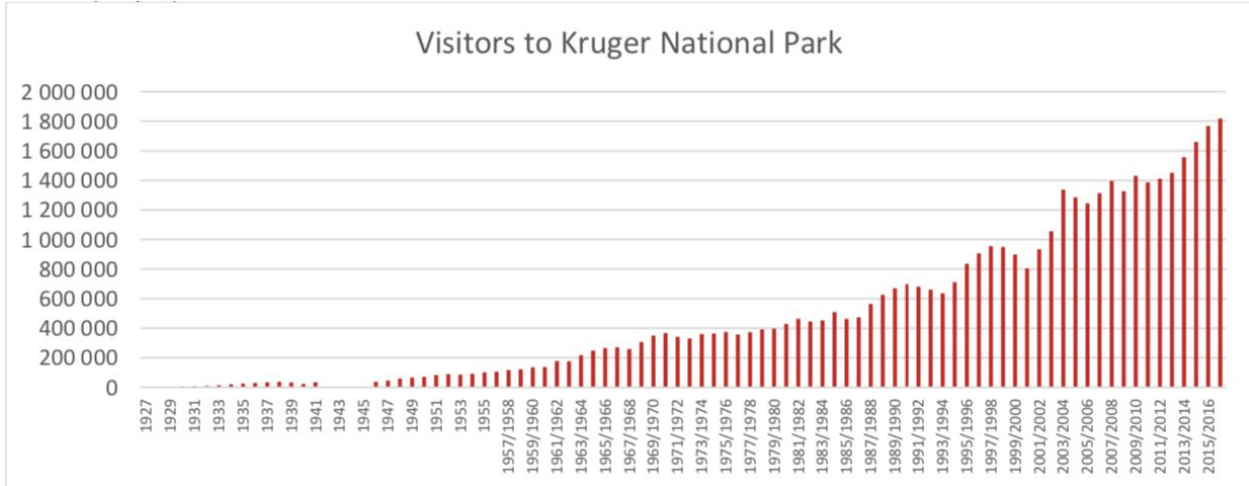
## 1.2 Wet Season or Rainy Season (October to April)

It can be uncomfortably hot and humid in the summer. Temperatures usually reach well over 40°C/104°F, although average daytime temperatures reach 32°C/90°F with high humidity. It rarely rains all day, but the pattern is afternoon storms.

<b>Months</b>	<b>Description</b>
<b>October &amp; November</b>	It gets warmer and starts to rain more often, mostly in the afternoon. Temperatures are between 18°C/64°F in the morning and 31°C/88°F in the afternoon.

<p><b>December, January &amp; February</b></p>	<p>These are the wettest and hottest months, described as torrential downpours in the afternoon and the high humidity. Afternoon temperatures are usually around 32°C/90°F but can rise up to an unbearable 40°C/104°F.</p>
<p><b>March &amp; April</b></p>	<p>The rainfall decreases, and it starts slowly getting colder. April has lovely, clear weather and few clouds. The nights get a bit chillier but are still pleasant at about 18°C/61°F. Daytime temperatures are around 30°C/64°F while the humidity drops.</p>

**2. Tourists and Visitors**



In the 86 years of the detailed visitor statistics that are available, visitor numbers have shown a big increase. The first 20 years of the total period were mostly declines compared to the previous year's visitor numbers that were recorded. The decrease in numbers often coincided with political unrest or global economic recession. Visitors to the Kruger National Park doubled between 1934 and 1947, between 1947 and 1954, between 1954 and 1963 and again from 1963 to 1973. Visitors increased to 50,000 in 1948 and to 100,000 by 1955.

The park's staff often could not keep track with the increase in visitors and new innovative solutions, such as putting up rows of tents, had to be found in order to keep up with the oncoming visitors. In 1963 a total of 200,000 visitors were recorded and in 1984 visitors totalled 500,000. In 2002 the number of visitors surpassed one million for the first time. Since the first 90 years from when the first visitors entered the park, numbers have grown by 67,323 fold to the latest figure of 1,817,724 for 2016/2017.

## **VII. KRUGER TRAVEL GUIDE**

### **1. Where to go in Kruger National Park**

Kruger National Park has multiple activities around the park to attract guests. The most popular ones include mountain bike trails, guided bush walks, bird watching, golf, self-drives, night drives through the National Park, wellness spa treatments, hot air balloon flights, caving near the Kruger National Park, 4WD trails and wilderness trails.

Besides, Kruger National Park has a multiple selection of options for safari tours to accommodate every guest, which you can later create a plan with all the activities you would like to do during your stay at the Kruger National Park.

- When going on safaris in the Kruger National Park you have the chance to see and watch the “big 5” which are buffalos, elephants, leopards, lions and rhinos in their natural habitat,
  - Experience South African cuisine,
  - Biltong lekker (South African beef jerky),
  - Souvenir shops for items which are made with raw materials that have been sourced locally.
- The items may include sculptures, handcrafted items such as necklaces and bracelets.

## **2. Where to stay in Kruger National Park**

All around Kruger National Park, there are different types of accommodations from rest camps to luxury lodges. Particularly, six different luxury lodges are established within the Park.

### **2.1 Luxury Lodges**

#### **Jock Safari Lodges**

Which are two different types of rooms. The main Jock lodge which has twelve and can accommodate two adults per room. Each of these rooms has air conditioning, a private pool and deck, a minibar, a telephone, a safe, an ensuite bathroom, an outdoor shower and an outdoor daybed to watch the scenery surrounding you. The main Jock lounge also has a gym, gift shop, spa, fireplace, Wi-Fi and you can experience a nature walk around the estate. The Fitzpatrick at Jock, is one lodge with three rooms which includes king beds and twin beds depending on the room. With the lodge comes en suite bathrooms and outside shower, safe, minibar, ceiling fan, telephone, swimming pool, fireplace and Wi-Fi. Also like the main Jock lodge you can take nature walks around. At the Jock Safari lodge, you can prepare your stay and plan activities they offer like game drives, wilderness walks, leopard creek golf club which has thirteen holes, birdwatching, Pilgrims rest retreat spa and Kid on safari.

#### **Lukimbi Safari Lodge**

This lodge offers two different types of suites, the premier suites which includes a dining area, a lounge, an ensuite bathroom, an inside and outside shower, a second bathroom, a private pool and separate bedrooms. They also offer the classic suites which includes a private deck and lounge, ensuite bathroom, inside and outside shower, air conditioning, safe, mosquito net, coffee amenities and minibar.

While staying at Lukimbi safari lodge, you can explore the park with guided bush walks, birdwatching over 420 species. They also offer accommodation for special events, four conference centers which can hold forty guests with a fully equipped conference pack and audiovisual equipment. Also they can hold weddings which can accommodate up to thirty two people. You can hold your wedding in their own private chapel and the lodge takes care of the theming, flowers, wedding cake, music, legal proceedings and cuisine. The lodge also has different facilities such as a curio shop, a fine dining room, golf which is held at the Leopard Creek, a spa, a pool, a gym and children's program.

### **Rhino Post Safari Lodge**

The accommodation includes a double vanity, an outdoor shower, minibar, mosquito net, safe, laundry service, electric blanket, hairdryer, telephone. During your stay, there are multiple facilities at your disposition such as a swimming pool, communal lounge, dining area, outside fireplace and active waterhole. Also, you can plan activities during your stay such as a safari drive, sleep out under the stars, golf at Skukuza, a tailor made birding safari and In room massage.

### **Hoyo Hoyo Safari Lodge**

They have six accommodations with earthy colored walls and thatched roofs to fully experience the wilderness with air conditioning in all six lodges. The lodges bring local culture to the guests. Each lodge has a safe, a large stone bath, an outdoor shower, bathroom amenities, umbrellas and insect repellent. Hoyo Hoyo safari lodge does not have Wi-Fi or telephone services, but they have facilities such as a pool and a spa. During their stay, the guest can experience safaris such as 4x4 trails, bird watching, self-driving and guided walks. Traditional Braai, which is a barbecue. They serve English breakfast in the morning, offer a buffet service during lunch time, and a three course meal for dinner.

### **Hamiltons Tented Camp**

The camp has six tents to offer guests all with an ensuite bathroom, outside shower, private veranda, air conditioning and mosquito net. They have facilities such as a butler service, swimming pool

and spa. You can also experience different types of safaris such as 4x4 trails, bird watching, self driving and guided walks. You can also dine at the restaurant which is inspired by the 1900s during your stay.

### **Singita Lebombo Lodge**

They have three different accommodations, thirteen rooms with one bed suite and magnificent view, two rooms with two bed suites with a plunge pool and a view of the river. One villa with four bedrooms, a swimming pool, lounge, dining room and deck. They also offer different facilities such as a swimming pool, a spa center, a gym, the Singita boutique and gallery, a television and Wi-Fi. While staying you can plan your day with different activities such as game drives, guided safari walks, wine tasting, stargazing and cooking classes about traditional food.

## **2.2 Rest Camps**

### **Berg-en-Dal Rest Camp**

The rest camp has sixty-nine bungalows with kitchenettes, bathrooms and showers with two to three single beds and air conditioning. Twenty-three family cottages with fully equipped kitchens, two types of bedrooms, one with a double bed and the other with two single beds, an en suite bathroom and two bench beds in the lounge. Two guest houses which one of them can accommodate six people and the other eight people. Seventy-two campsites with a communal kitchen and washing facilities. The rest camp as different facilities such as a swimming pool, convenience shop on site, restaurant A-la-carte and take-out. And to experience the park even more there are different activities offered, such as self drive game viewing, sunrise and sunset drive, morning and afternoon bush walks, bush braais, brush breakfast, 4x4 trails, golf courses in Leopard Creek, Malelane and Skukuza, and non guided rhino trails in camp. While staying you might encounter wild dogs, klipspringers, leopards, scarlet-chested sunbirds and heuglin's robins.

### **Crocodile Bridge Camp**



The camp has twenty bungalows which there are two available for physically disabled guests with an ensuite bathroom and air conditioning. Eighteen camping sites with communal kitchens and washing facilities and eight safari tents with a bathroom and communal kitchen. You can also do activities such as bird watching, guided walks and driving tours to see animals like a kudu, giraffes, cheetahs, white rhinos and spotted hyenas.

### **Mopani Rest Camp**

The rest camp has forty-five bungalows with four beds, kitchenettes, bathrooms and verandas. Twelve cottages with kitchenettes, four beds, two bathrooms and verandas. Forty-five guest cottages with three bedrooms including six beds, bathroom, kitchen, lounge, dining area and a large veranda. Finally one guest house - Xanatseni with eight beds, a large lounge, a dining room and kitchen, outside bar and veranda. You can also experience the facilities and activities of the rest camp such as the swimming pool, convenience shop, ATM and a restaurant A-la-carte, bush braai, guided walks and morning and night drives.

### **Skukuza Rest Camp**

The rest camp has eighty camping sites with communal kitchens and bathrooms. One hundred seventy eight economy bungalows with varying facilities. Twenty bungalows with en suite bathrooms and kitchenettes. One family cottage with four bedrooms, equipped kitchen, a living room, a bathroom and a river view. Twenty safari tents with kitchenettes, communal kitchens and bathrooms. Four guesthouses that offer accommodations and lodging for larger groups. Finally, one dormitory which holds thirty two places for girls and thirty two places for boys. While staying at the rest camp you can experience their facilities and activities such as a nine hole golf course, two a-la-carte restaurants, curio and convenience shop, ATM, guided walks, morning and night drives, museums, wildlife videos, swimming pool, kids education programs and bush braai.

## **2.3 Conference Facilities**

Some luxury lodges in the Kruger National Park as small conference and wedding facilities. But the biggest facilities are in the rest camp such as:

### **Berg-en-Dal Rest Camp**

This conference facility has one hall and can be transformed into three different rooms, it also has standard offerings such as a flip chart, white board, white projection screens, notepads, point pen, bottled water, sweets / mints, data projector, laser pointer, lectern, TV and DVD. They also have optional equipment which may include an additional cost such as a technician on duty, photocopier and copies, faxing services and telephone facilities. The hall sitting arrangements can be in three different ways. A schoolroom which can hold 144 delegates, theatre / cinema room that can hold 324 delegates and a banquet room which can have 120 delegates. One is also U-shaped which can hold 21 delegates, a schoolroom which can hold 36 delegates and theatre / cinema room which can have 72 delegates. Finally room two and three can have the same sitting arrangements same as room one but the U-shaped can have 32 delegates, the schoolroom can accommodate 48 delegates and theatre / cinema 108 delegates. The venue can also be used for weddings

### **Mopani Rest Camp**

This facility can hold not only conferences but also weddings. For the wedding venue the ceremony can be held in five different places such as Mooiplaas, bush braai site, walkway, fish eagle terrace and the conference centre desk. Then the reception can also be held at five different places like bush braai site, walkway, restaurant, boma, conference centre. Then for the conference center the standard offerings include flip charts, white boards, a white projection screen , notepads, point pen, bottled water, sweets/mint, data projector, laser pointer, lectern, TV and DVD and PA system with lapel or

handheld microphones. There is also optional equipment such as photocopiers, copies and faxing services.

There are six different venues for conferences, such as Xanasti which can be U-shaped for 50 delegates, Schoolroom for 120 delegates, theatre / cinema for 300 delegates and banquet for 120 delegates. Matomani 1, 2 & 3 (combined) as a U-shaped for 40 delegates, schoolroom for 54 delegates, theatre / cinema for 150 delegates. Matomani 1 & 2 (combined) in a U-shaped for 30 delegates, schoolroom for 30 delegates and theatre / cinema for 65 delegates. Matomani 1 which can be arranged in a U-shaped for 12 delegates, schoolroom for 12 delegates and theatre / cinema for 25 delegates. Matomani 2 which can be in U-shape for 10 delegates, schoolroom for 16 delegates and theatre / cinema for 30 delegates. Finally, Matomani 3 in a U-shaped for 16 delegates, schoolroom for 16 delegates and finally theatre / cinema for 45 delegates.

### **Skukuza Rest Camp**

The venue can be used as a conference center and wedding venue. Weddings can be held at the conference venues and Skukuza golf club. For the conference center they have standard offerings such as flip charts, white boards, white projection screens, notepads, point pen bottled water, sweets / mints, data projector, laser pointer, lectern, TV and DVD, a PA system with lapel or handheld microphones. The optional equipment which may be an additional cost are photocopiers, copies, faxing services, translation booth service and internet services. There are six different venues, first Skukuza conference centre which can be arranged as a U-shape for 250 delegates, schoolroom for 500 delegates, theatre / cinema for 800 delegates and banquet for 500 delegates. Then, breakaway, breakaway 1,2 and 3 have the same capacity of delegate for each room, which can be in a U-shape for 50 delegates, schoolroom for 30 delegates, theatre / cinema for 80 delegates. Finally, Skukuza auditorium which can only be arranged as a theatre / cinema sitting arrangement for 180 delegates.

### **3. Kruger tours and activities**

#### **3.1 Tours**

No trip to Africa is complete without a safari to experience Africa's wildlife. A trip to Kruger Park is the perfect opportunity for wildlife viewing and photographic experience. Therefore, a large range of tours are offered to the Kruger, of which the best are highlighted below:

##### **2 Day Kruger & Sabi River Glamping Safari**

- Two daily Guided Game Drives
- Stunning scenery of the bush from your comfortable tented accommodation
- Safari Package includes breakfast & dinner
- Experiencing South Africa's majestic wildlife in their own habitat
- Learn more about the bush with a friendly, passionate and professional team

##### **3 Day Kruger Park Lodge Safari**

- Kruger Park safari
- Luxury En-Suite Lodge
- Open Vehicle Game Drives
- Sunset / Night Drive
- Nature Walk
- Both Kruger Park and Private Reserves visited
- Blyde River Canyon

##### **3 Day Kruger Park Luxury Eco Lodge Safari**

- Kruger Park safari

- Luxury Lodge Accommodation
- Open Vehicle Game Drives
- Sunset / Night Drive
- Nature Walk
- Both Kruger Park and Private Reserves visited
- Blyde River Canyon

#### **4 Day Sabi-Sands Luxury Safari**

- Sabi-Sands Private Reserve
- Open Vehicle Game Drives
- Big 5 Game Walks
- Qualified Guides and Trackers
- Luxury Accommodation

### **3.2. Recommended Activities**

#### **Self Drive Game Viewing**

Undoubtedly the best way to experience Kruger Park is to with your own vehicle. A Kruger Park self-drive safari gives you the freedom to plan for your own interests and move at your own pace.

#### **Open Vehicle Game Drives**

During the drive, the ranger's knowledge and first-hand experience will ensure the ultimate Kruger Park wildlife safari and you will learn all aspects of the wilderness. The ranger will also know how close to particular animals he can get. The ranger is usually assisted by a tracker who sits up front on the vehicle and relays information to the guide from what he reads in the signs of the wilderness around him. The

trackers are mostly people who have grown up in the area and know the bush and its intricacies intimately.

### **Big 5 Game Walks**

What makes the Kruger unique is that its biodiversity is unmatched, with 147 types of mammal, 492 of birds and 118 types of reptiles, along with 628 types of trees, shrubs and grasses as well as thousands of insects. No other national park in the world can offer this.

### **Visiting Private Reserve**

Imagine waking up in a luxurious private reserve while seeing all the animals around you. This can only be realized in a few places in the world and Kruger reserve is one of those.

### **Overnight Wilderness Trails**

Mostly offered to the most adventurous tourists are overnight Wilderness trails which really bring you into the wilderness at night. This really brings out the wildness, remoteness, tranquillity, peace from those who are willing to really test themselves.

### **Bush Braais**

Bush braais are an evening meal combined with a game drive to a BBQ site and back again. Tourists are driven in the daylight and come back during the night. It is like going on a sunset drive, where you're out in a vehicle and you get to see the sun set and a chance at seeing nocturnal animals come out.

### **4x4 Trails**

Self-drive safaris for the 4x4 off-road lovers made easy. Any of these 4x4 safaris can be accessed by a group of friends or family groups

### **9 Hole Golf Course**

One of the main attractions for golf lovers would be the Skukuza Golf Course, which is a magnificent 9-hole course located in the world renowned Skukuza Restcamp. The rich wildlife surrounding the golf course is home to the Big Five, a huge variety of birds and number of animals, who all provide visitors with an amazing hands on nature golfing experience.

### **Blyde River Canyon**

The Blyde River Canyon is the third largest canyon in the world and second largest in Africa. It is known as the "River of Joy". Its towering cliffs rise up to almost 800 metres above the valley. The canyon provides visitors with epic views and breathtaking scenery. If luck is on their side, visitors may spot Taita Flacons which are one of the most rare species of birds on the planet.

## **CONCLUSION**

After having you visit Kruger National Park and its surrounding areas, we would like to thank you again for taking valuable time and to have granted our team this satisfaction of having received you for this presentation. As we have demonstrated in our sales kit by our team as well as a few ideas, the experience in Kruger is unique. It is a part of the world where people are still hesitant to visit the unknown, due to the bad reputation some places in Africa have been branded as. Our packages are tailor designed and built in order to better suit our customer's needs. As shown, we try to give the best offers when other game lodges and reserves' exorbitant prices cannot suit most travelers going to South Africa. With the packages of multiple day tours that have brought us numerous business, we hope to better it and develop even more in the future phase.

## WORKS CITED

- "5.0 Star Hotel on Tripadvisor - Kruger National Park Accommodation." *Lukimbi Safari Lodge*, 6 Aug. 2019, [lukimbi.com/?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpGrgzg008w61jMReANojnXy4QA1hFh3nBzfZ2qmKeGI72JKPxrxa0aAhlfEALw\\_wcB](http://lukimbi.com/?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpGrgzg008w61jMReANojnXy4QA1hFh3nBzfZ2qmKeGI72JKPxrxa0aAhlfEALw_wcB).
- Africa, Detour. "Africa Overland Tours: African Safaris: Detour Africa, Cape Town." *Africa Overland Tours | African Safaris | Detour Africa, Cape Town*, [www.detourafrica.co.za/](http://www.detourafrica.co.za/).
- Africa, Detour. "Kruger Park Tours." *Africa Overland Tours | African Safaris | Detour Africa, Cape Town*, [www.detourafrica.co.za/kruger-park-tours.html?gclid=CjwKCAiAzanuBRAZEiwA5yf4ug7-lnP6kHLRv19CQ5NLx\\_3C7a2Ja1tQTOKtxXf-qzVXoUN1E8MwCxoCrscQAvD\\_BwE](http://www.detourafrica.co.za/kruger-park-tours.html?gclid=CjwKCAiAzanuBRAZEiwA5yf4ug7-lnP6kHLRv19CQ5NLx_3C7a2Ja1tQTOKtxXf-qzVXoUN1E8MwCxoCrscQAvD_BwE).
- "Greater Kruger Park Luxury Private Game Lodge Safari." *Kruger Wildlife Safaris*, [krugerwildlifesafaris.com/greater-kruger-luxury-private-game-lodge-safari.shtml?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpFHxIPZQQSNUslMTgpYjJDz8VrGrqa1a0sntt\\_xRU1zkPUPS4uZhAMaArXbEALw\\_wcB](http://krugerwildlifesafaris.com/greater-kruger-luxury-private-game-lodge-safari.shtml?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpFHxIPZQQSNUslMTgpYjJDz8VrGrqa1a0sntt_xRU1zkPUPS4uZhAMaArXbEALw_wcB).
- "HOME." *Rhino Post Safari Lodge*, [www.rhinopostsafarilodge.co.za/](http://www.rhinopostsafarilodge.co.za/).
- "Kruger National Park - South African Safari." [Http://Www.krugerpark.co.za](http://www.krugerpark.co.za), [www.krugerpark.co.za/](http://www.krugerpark.co.za/).
- "Kruger Weather & Climate ( Climate Chart)." *SafariBookings.com*, Copyright © 2019 SafariBookings. All Rights Reserved., [www.safaribookings.com/kruger/climate](http://www.safaribookings.com/kruger/climate).
- "Luxury Safari Specials." *Lukimbi Safari Lodge*, 6 Aug. 2019, [lukimbi.com/luxury-safari-specials/](http://lukimbi.com/luxury-safari-specials/).
- "Reasons to Visit the Kruger National Park and Its Game Reserves." *Lukimbi Safari Lodge*, 23 Mar. 2016, [lukimbi.com/kruger-national-park-game-reserves/](http://lukimbi.com/kruger-national-park-game-reserves/).
- "Safari Experience." *Hamiltons Tented Camp*, [hamiltonstentedcamp.co.za/safari-experience/](http://hamiltonstentedcamp.co.za/safari-experience/).
- Safaris, Africa. "Five Reasons Why the Kruger Should Be on the Top of Your Safari List." *Discover Africa Safaris*, Discover Africa Safaris, [www.discoverafrica.com/blog/five-reasons-why-the-kruger-should-be-on-the-top-of-your-safari-list/](http://www.discoverafrica.com/blog/five-reasons-why-the-kruger-should-be-on-the-top-of-your-safari-list/).



“Spa.” *Singita*, [singita.com/activity/spa-3/?item=13644](http://singita.com/activity/spa-3/?item=13644).

“Welcome to Jock Safari Lodge.” *Jocksafarilodge*,

[www.jocksafarilodge.com/?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpFfDkDmwOX6ZE9SnvGdFs70Qq7cFZ4fXT1s55aYgNpBLC0DU8cqAaMaAtV5EALw\\_wcB](http://www.jocksafarilodge.com/?gclid=Cj0KCQiA2b7uBRDsARIsAEE9XpFfDkDmwOX6ZE9SnvGdFs70Qq7cFZ4fXT1s55aYgNpBLC0DU8cqAaMaAtV5EALw_wcB).

Zanele. “The Relationship between Drought and Tourist Arrivals: A Case Study of Kruger National Park, South Africa.” *Jàmbá: Journal of Disaster Risk Studies*, Ownership of Copyright in Terms of the Work Remains with the Authors.,

[www.scielo.org.za/scielo.php?script=sci\\_arttext&pid=S1996-14212017000100018](http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S1996-14212017000100018).

“An Earthy, Traditional Tsonga Styled Lodge, Hoyo Hoyo Offers Luxury in Six Beautifully Furnished Thatched Suites.” *Hoyo Hoyo Safari Lodge*, [hoyohoyo.com/](http://hoyohoyo.com/).