

Safari Night

CLASSIC KENYA EXPLORER

In partnership with Acacia Holidays

October 31, 2018 through November 9, 2018



Where: Library, Theater, Coffee Shop (after hours), or your office

Target Market: Couples, adventure travelers...query your data base for luxury clients

What to serve: South African Wine, any type of cookies or desserts

Decorations: Table clothes (leopard or zebra striped) provided by Pam at Acacia
Large cutouts of Safari animals (shindigz.com or Amazon—set of 3 is \$48.00)

Presentation: Schedule your BDM for a customized power point or video presentation on Kenya.

Handouts: Call BDM for flyers or print flyer from MAST website with your agency contact information

Acacia Holidays will also provide detailed handouts on vaccinations, visa fees, etc.

Tag Lines or quotes:

- “Everything in Africa bites, but the Safari Bug is worst of All” – Brian Jackman
- “I never knew of a morning in Africa when I woke up that I was not happy” – Ernest Hemingway

Give Aways: Kenya coffee provided by Acacia Holidays

How To Hold an Event

- Contact BDM to see if they will present the trip through power point, or video. You will need your BDM at the event to answer any questions if you have not been to the destination
- Partner with local business, park district or library to promote specific trip
- Contact library, theater, coffee shop (after hours), or your office as a place to hold your event
- Send out email or post cards from your data base announcing the event. Advertise as free admission, bring a friend. RSVP for your complimentary reservation (so people know the event is free)
- Create the event around the destination theme....decorate tables, napkins, food and drink
- Order plenty of brochures/flyers pertaining to the trip
- Keep in contact with your group. Send a short email once a month on general information or highlights of the trip to keep clients excited
- Remember to keep the event simple. You do not have to spend a lot of money
- Ask BDM for co-op



General MEG Promotions

- Signature line email—advertise the trip in 1 or 2 lines, advertise your event—place, date, time and add a tag line or quote related to the event
- Ready to send email—log into mvptravel---Booking Program---MAST Exclusive Groups—Find the tour to advertise---save ready to send email to your desktop ---add your agency information---save
- Ready to send flyer---See above under ready to send email---save to your desktop—add your agency information---save
- Add flyer to website
- Take advantage of Vacation Makers complimentary space when available
- Decorate agency window with theme of trip
- Post details on Facebook, videos to website and Facebook page