



How Does Paying per Quote Request Work?

Every day, thousands of potential clients use SafariBookings.com to find their perfect safari. Advertising your company and tours requires that you pay for the quote requests that you will receive through us. This page explains how paying per quote request works.



Step 1. Select a payment plan

To pay for quote requests, you first need to purchase advertising credit. You can choose between two payment plans for purchasing advertising credit.

Manual Payments

You will be required to make manual payments on time to ensure you always have advertising credit in your account. Credit/debit cards, PayPal, xPay*, bank transfers and mobile payments* can be used as the manual payment method.

*Mobile payments and xPay are not supported for Burundi, DR Congo and Zimbabwe

Automatic Payments

Your automatic payment method will be charged every time your account runs out of advertising credit. Credit/debit cards and PayPal can be used as the automatic payment method.

You can choose between an 'automatic' or 'manual' payment plan.



Step 2. Add a tour to SafariBookings

Example: You upload a '**4-Day Amazing Wildlife Safari**' that costs **\$1,000 per person**

On average, a client contacts less than 3 operators



Step 3. Offer a payment per quote request

Every time someone searches for tours or operators on SafariBookings, our system determines the ranking in which they will appear. A higher ranking results in more exposure and that means more quote requests.

The ranking system is based on two elements:

1. The amount you are willing to pay for a quote request
2. Your performance on our platform

You can offer a payment of **1.0% to 2.5%** of the value of the quote request. You can offer a different percentage for each tour and/or your company profile and you can change the percentage at any time. Offering a higher percentage (and therefore payment) will result in a higher ranking.

However, once you've set a payment for a tour (for example 1.5%), all quote requests you receive regarding that tour will be charged at that pre-set percentage. Requests for custom tours, submitted from your company profile page, are charged at the percentage you've set for your company profile.

We charge max 6 travelers per quote request



Step 4. Receive a quote request from a potential client

Example:

Your '**4-Day Amazing Wildlife Safari**' costs **\$1,000 per person**

A potential client requests a quote for **2 people**

The value of the quote request is **\$2,000** (2 people x \$1,000)

You offer a **1.5% payment** for quote requests regarding this tour

The costs for the request are **\$30.00** (1.5% of \$2,000)

These costs will be charged for each quote request and withdrawn from your advertising credit. Costs are also charged for quote requests that don't convert into bookings.

On average tour operators receive a booking out of every **4 to 6 quote requests**. In this example the costs to generate a booking worth **\$2,000** would be:

\$120.00 if you needed 4 quote requests (4 x \$30.00)

\$180.00 if you needed 6 quote requests (6 x \$30.00)

*We generate more than 100,000 quote requests
per year*



Step 5. Use our analytics to track your performance

Our system enables you to keep track of your bookings and your results are presented in easy-to-understand data.

Example:

You received **25 quote requests** over the last month

You **converted 5** of them into a booking

You **paid \$750** in total (25 requests x \$30.00)

You generated a **revenue of \$10,000** (5 bookings x \$2,000)

Your **cost would be 7.5%** of the revenue (\$750 = 7.5% of \$10,000)

On average, operators need 4-6 requests per booking



Step 6. Adjust your payments

If you are pleased with your results, you could consider increasing your payments and receiving even more quote requests. If the results were worse than you expected, then you could decide to either lower your payment or stop advertising your tour.

You can stop offering payments at any time

