

Go2Africa providing training opportunities for safari agents

Go2Africa is once again opening its in-house training programme to those who want to learn to sell the best of Africa to fully independent travellers (FIT). Now in its tenth year, Go2Africa's Safari Expert Academy gives beginner agents and other sector industry experts looking to get into safari game opportunities, tutorials on everything from air logistics and handling reservations to on-the-ground experience of lodges from Kruger to Victoria Falls.

The three-month training programme offers anyone with a love for travel and Africa the opportunity to learn how to create tailor-made safaris for international travellers, promote the sustainable conservation of Africa's most beautiful places, go on safari adventures, and grow with Go2Africa.



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Shelley Hess, a 2011 Safari Expert Academy graduate, who was a member of Go2Africa's support team, saw how the Africa safari specialists were creating dream holidays for their clients, which in turn prompted her to enrol in the Safari Expert Academy programme.

“There is nothing better than having been somewhere, and then being able to share that with your clients. The best feeling is when clients email you after a trip that you planned for them to tell you that it was exactly what they wanted,” says Hess.

Hub for passion and creative thinking

Africa safari expert, Pippa Cochrane graduated from the academy in 2016 and describes her journey with Go2Africa as the most fulfilling opportunity she has ever had.

“I have travelled to new eye-opening parts of Southern Africa, made best friends and learnt an incredible amount about the travel industry,” says Cochrane.

Candidates are carefully guided through hands-on product, systems and sales training to ensure that they graduate at an expert level. Training takes place at Go2Africa’s office in Cape Town, during educational site inspections at top quality destinations like Sun City, Pilanesberg, Madikwe and Kruger.

Africa safari experts are trained to have first-hand experience in destinations that they recommend and to create tailor-made itineraries around individual travel preferences and wishes.

Kara Putter graduated from the academy in 2016 and has already created numerous safari adventures and bucket list holidays for her clients. “What has stood out for me most has been the support and cohesive spirit of the sales team and mentors,” adds Putter.

Creating tailor-made safari experiences

Graduates, known as Africa safari experts, are integrated into the South African tourism industry and immediately hit the ground running by creating tailor-made safari adventures for Go2Africa’s clients.

Africa safari experts play a vital role in the safari industries of Southern and Eastern Africa. These professionals are not only representatives of South Africa, but of the entire continent. They add value to the tourism, travel and hospitality industries by promoting responsible travelling, wildlife conservation, and community and social upliftment.

Sasha Rawstorne, another 2017 graduate, had this to say about her experience of the training programme: “Africa has a special magic that Go2Africa is able to bring to life. Through the patient guidance and support from mentors and team leaders, I’ve learnt valuable training techniques and experienced the most incredible adventures. The 2017 Safari Expert Academy opened a door to a new world, a door that I hope will never close.”

Who can apply?

Anyone who loves Africa, talking to people, solving problems, defining your own income and travelling can apply for the Safari Expert Academy. There are no strict requirements and qualifications needed – although Matric, a tertiary education or work experience are preferable.

“Bringing together individuals of different ages, life experiences and vocational backgrounds, the Safari Expert Academy is at the leading edge of what technology is capable of within the tourism sphere,” says Justin Chapman, who graduated in 2017.

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