

WHAT IS AN ITINERARY?

An itinerary is a day to day plan of a journey. It includes all the activities and destinations that the tourist will engage in or visit during his or her journey. An itinerary is generally based on a client profile.

A CLIENT PROFILE

A client profile gives the travel agent an idea of the person or persons they are drawing up a tour plan for.

EXAMPLE

NAME	KYRAN MOODLEY	SASKIA GOVENDER
AGE	33	30
OCCUPATION	Aeronautical Engineer	Clinical Psychologist
INTERESTS	wildlife golf bird-watching adventure sport	wildlife studying traditional cultures adventure sport
OTHER	Will not take their own car to KZN. Prepared to use hired car for short trips in KZN. Prefer an automatic car with air-conditioner.	Vegetarian



TYPES OF ITINERARIES

There are essentially two types of itineraries:

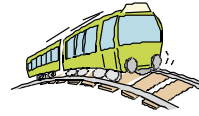
1. **A General Itinerary** that is aimed at and marketed to a wide variety of clients. It is an open itinerary taking in to consideration a wide range of Interest.
2. **A Personalized Itinerary** that is specially drawn up for a specific client according to that clients needs and interests.

STRUCTURE OF AN ITINERARY

The following information should be kept in mind when planning an itinerary:

1. FORMAT

- * Always have an interesting and attractive heading for your itinerary
- * Show the date and time clearly
- * You must draw special attention to your highlights
- * Always break your itinerary up into paragraphs with new dates
- * Provide as much information about the attractions and activities included in your tour plan, as possible
- * Always use the 24 hour clock, i.e. 01h00 to 24h00
- * Allow sufficient time for each highlight
- * Place each highlight in logical order. Remember you need to save your client traveling time and cost
- * Try to finish each day with a special highlight, if possible
- * Distance must be realistic, try to use the 100km per hour rule (i.e. if a client travels 500km, it will take him 5 hours to get there)
- * Never make promises in your description that you may not be able to keep, (e.g. Don't say, "**you will enjoy a glorious sunny day at the beach**", it could pour with rain on that day). To avoid this, provide the Client with alternative that they could pursue if the plans have to change.



2. CONTENT

- Write clearly and to the point. The client must want to travel immediately to their preferred destination when they read your itinerary. It must however leave the client wanting to travel in order to discover the destination for themselves. Give them just enough information to wet their appetite.
- Never use the word **etc** in an itinerary
- If your itinerary is for five days or more, you can include one day at leisure but be sure to suggest a variety of things to do on that day, that would match the clients profile
- You must be clear about accommodation, transport, attractions, and activities that the tourist is paying for.

EXAMPLE OF AN ITINERARY

MAJESTICAL TOUR OF CAPE TOWN

SPECIALLY PREPARED FOR THE ARA INDABA TEAM

DAY ONE: (THURSDAY, 2 MAY 2008)

Start off on your first day by orientating yourself with a trip around the Cape Peninsula. Follow the False Bay coastline via Kalk Bay, Fish Hoek and Simon's Town. Stop off at the penguin colony at Boulder's Beach and then continue to the Cape Peninsula National Park and Cape Point. Within the reserve you will see a wide range of indigenous fynbos as well as baboons, buck and Cape Mountain Zebra. Take a photo at the most southwestern tip of Africa and admire the views from the cliff tops at the old Lighthouse.

(B,D) (OVERNIGHT AT THE HOLIDAY INN HOTEL)

DAY TWO: (FRIDAY, 3 MAY 2008)

Take the cable car to the top of Table Mountain for a birds eye view of the city and the harbour as well as the Atlantic Seaboard beaches. Visit Greenmarket Square in the city centre for some African art, jewellery and clothing and then spend the afternoon soaking up the sun at either Camp's Bay or Clifton beach. (B,D) (OVERNIGHT AT THE HOLIDAY INN HOTEL)

DAY THREE: (SATURDAY, 4 MAY 2008)

Go wine tasting in Stellenbosch and Franschhoek. There are an abundance of wine estates to visit, so collect a wine route map from a tourism office or decide where to stop as you go along. Both areas have excellent wine routes that are well sign-posted and easy to find. Enjoy a leisurely lunch at one of the wine estate restaurants or stop-off in Franschhoek's main street for a selection of quaint cafe's and bistros. Both areas are worth visiting, and although there is a fair amount of driving involved the scenery along the way is spectacular. (B,D) (OVERNIGHT AT THE HOLIDAY INN HOTEL)

