

1. Jenman African Safaris

Jenman African Safaris is a South African safari tour operator, based in Claremont, Cape Town in the province of the Western Cape, South Africa. Jenman African Safaris was founded in 1993 and is run by Garth Jenman, one of the co-founders of the company. Jenman African Safaris was founded by brothers Andrew, Brendan and Garth Jenman under the name of Campwild Tours & Safaris. The company offered walking and camping safaris in the lower Zambezi area in Mana Pools, Zimbabwe. In 1998 Campwild Tours & Safaris changed its name to Jenman African Safaris due to its growth within different African markets as well as an extension into different types of safaris. To date, the Jenman African Safaris team consists of nearly 40 employees working in the company headquarters in Claremont, Cape Town, in South Africa.

According to Jenman African Safaris website, the company's philosophy is: "To provide comfortable, more personal and interactive, holidays".

Jenman African Safaris offers its clients a variety of different tours, from day tours and safari tours, to tailor-made safaris or luxury holidays. Jenman African Safaris specializes in travel to Southern Africa, East Africa and Madagascar.

1.1 Countries and tours

Jenman African Safaris operates safari tours through 14 different countries in Southern Africa, East Africa and Madagascar, namely: Angola, Botswana, Ethiopia, Kenya, Lesotho, Madagascar, Namibia, Mozambique, South Africa, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe. Furthermore the company has 4 operational offices spread throughout Africa apart from the headquarters in Claremont, South Africa. Other operational offices can be found in Namibia, Tanzania, Zimbabwe and Madagascar.

Jenman African Safaris specializes in tailor-made and scheduled safaris. Offering smaller tours, tailor made travel, lodge safaris, adventure safaris, luxury safaris, camping safaris, self-drive trips, day trips, walking safaris, family trips, flying safaris and accommodation.

During a lodge safari the clients will visit locations in Southern Africa, East Africa and the Indian Ocean Islands. The safari will be based on accommodation levels of comfort throughout the trip. Jenman African Safaris specializes in small group lodge safaris, which vary in style from mobile guided safaris, where one of the Jenman African Safaris guides will accompany the clients and guide them from one lodge and region to the next in one of the Jenman African Safari vehicles, to fly-in safaris, where Jenman African Safaris will fly the clients in a private charter plane from one lodge or region to the next! The lodge safaris pass through the following countries: South Africa, Swaziland, Lesotho, Namibia, Angola, Botswana, Zimbabwe, Zambia, Mozambique, Malawi, Madagascar, Tanzania, Kenya and Ethiopia. The clients can choose to go on a lodge safari to a single country or do a multi country lodge safari.

Tailor-Made safaris are safaris, which are created to suite the needs and wants of the client. Even though Jenman African Safaris offers scheduled safaris, tailor-made safaris are different, unique and customized for the client. 50 % of Jenman African Safaris business is tailor-made travel & quotes.

There are many different types of safaris in Africa and the clients' wishes often vary.

Luxury lodge safaris offer the traveller an authentic safari experience with high class accommodation. These all-inclusive trips combine luxury with comfort. Luxury safaris include a combination of 4 and 5 star African accommodations within Southern and East Africa. The luxury lodge safaris include a combination of wildlife experiences, luxury accommodation, transport, meals and added extras

Jenman African Safaris camping safaris make use of 3-person dome tents with a height of 1.8m. The clients will spend each night on safari in one of these tents – all tents are equipped with Mosquito-screened windows and doors. In addition, Jenman African Safaris provides its clients with 5cm thick mattresses. The operator only makes use of designated campsites either within a National Park, on the banks in Southern and East Africa. All campsites have shared ablution facilities with showers, flushing toilets and running water.

On a self drive safari the clients discover the country on their own. Some of the African countries are more conducive to self drive safaris than others. In some countries it is better to do a guided self drive where the travellers will either have an expert driver driving the vehicle for them or else they'll go with a small convoy with a number of self drive vehicles led by a professional guide. South Africa is an ideal self-drive safari destination as it offers an extensive and modern road system and has a mobile phone network covering most of the country. In Madagascar Jenman African Safaris has to supply a driver with all vehicles' it hires out as there are no proper roads or signs on the road network in the country. In Namibia, Botswana and Zambia - with their gravel roads and off road driving - it is better to go on a guided self drive in one of the 4x4 safari vehicles.

On a walking safari the clients can go tracking animals in the bush such as lions in the Kruger National Park or simply going on a walking safari to see birdlife & the plant life within national parks in Southern Africa and East Africa. Clients can even be more adventurous and hike up Kilimanjaro.

Jenman African Safaris offers tailor-made family safaris in Southern Africa, East Africa and Madagascar. These tours are specially designed for families travelling with children.

Family trips include special amenities for children, limited driving time on the road and a more child-friendly itinerary. On such a safari the clients spend more than one night at each destination while on safari. The accommodations Jenman African Safaris uses during the family safaris are child-friendly and the clients can choose from either a separate room or a family-shared room to stay in. The guides are specially trained and may take "kids only" excursions into the

bush, look after them during dinner and/or even accompany the families in a private safari vehicle.

On a fly in safari the clients step aboard an aircraft at their first point of arrival in Africa. The Aircraft and the pilot will remain with the clients throughout the safari, taking them from lodge to lodge at the clients' convenience.

The clients will travel in twin-engine comfort avoiding detours and check-in times. Jenman African Safaris will take travellers straight to the bush airfield closest to the destination. And en-route, Jenman African Safaris will shield the clients from travel strain by taking care of the border formalities, transfers, documentation, and sundry travel irritations for the clients. At the destination, the travellers are ensured optimal room allocation, guiding and activities.

1.2 Accommodation and vehicles

Jenman African Safaris offers its clients 3 different standards of accommodations during their safari: a camping safari, a half-accommodated safari (mixture of camping and accommodation at chalets, lodges and tented camps) and an accommodated safari (all nights will be spend in lodges, chalets and/or tented camps). Jenman African Safaris also operates its own tented safari camp, named the Khwai Bedouin Camp located in the Khwai area in Botswana, which consists of 7 tents with a total of 12 beds

Each tent is equipped with twin beds, soft pillows and duvets and plenty of room to unpack suitcases and store items on shelves and hangers. Facilities include en-suite bathrooms with shower and hand basin, mosquito netting, tea and coffee making facilities, campfire, bar and dining area

Jenman African Safaris has its own custom build safari vehicles. Their most commonly used vehicles are 4x4 Toyota Land Cruisers (custom built), Toyota Minibuses and 4x4 Isuzu Safari Trucks. The first ever 4x4 Isuzu Safari 12-seater truck was launched in Southern Africa by Jenman Safaris. Since then the fleet has grown offering clients' maximum game viewing with comfort while still bringing travellers the African safari 4x4 experience.

On the non 4x4 routes Jenman African Safaris either uses Toyota Land Cruiser or Toyota Quantum Mini Buses. The vehicles have 10 forward facing comfortable seats with seatbelts. The vehicle is air-conditioned with individual vents above each seat. Each vehicle is equipped with fire extinguishes and all vehicles are sent for a road worthy test once a year. Jenman Safaris has a larger fleet of vehicles which are available for charter. The tour operator has 17 seater Mercedes sprinter, 24 seater Overland Vehicles as well as 28 and 44 seater coaches. All of these vehicles are equipped with individual seatbelts and fire extinguishers. Jenman African Safaris also ensures that these vehicles are sent for a road worthy test once a year as well.

1.3 Responsible tourism

Jenman African Safaris has put together a series of day-excursions, to add to the regular safaris. Jenman African Safaris has partnered with three very special programs, to enhance the tours and build on existing social projects that need help.

Clients can join Jenman African Safaris partner project, where Jenman African Safaris supports a local township school in Khayalitsha. This project promotes social change and activism among the kids in the townships. The clients spend the day, helping the kids in school and with their vegetable garden, participating in the yoga classes and/or joining the group for regular story-telling. The clients will have a guided tour of the school, get a feel for the atmosphere of a township in Cape Town, and meet some of the children who benefit from this project.

For every person who takes part in this project, Jenman African Safaris donates a portion of funds to the partner project, which will go directly towards the school. All additional funding at the school goes towards meals for hungry kids.

Clients can join Jenman African Safaris at the partner project in Swakopmund, where Jenman African Safaris assists in teaching fire awareness and safety in the local township. Fire prevention has become a huge priority in this township, as fires have caused enormous damage and many deaths. The number of fires in the townships is staggering, and often there is no water, and no community emergency services available to assist. Clients can spend the day with the guide, providing fire extinguishers to families in their homes, and take part in demonstrations to teach people how to use them properly. This excursion also includes lunch at a local shebeen.

For every person who takes part in this project, one family will be provided with a fire extinguisher for their home, and Jenman African Safaris will donate funds to this partner project in Swakopmund to go directly to the cost of fire extinguishers. Jenman African Safaris' goal is to provide every home in the township with at least one fire extinguisher.

The clients can join Jenman African Safaris with their partner project in Victoria Falls, which promotes Wildlife Conservation and anti-poaching efforts in the Zambezi National Park. The clients spend the first part of the day with the guide, learning the history, challenges, and successes that have been achieved in the anti-poaching operations. Then the clients take a field trip into the Zambezi National Park to record game sightings, identify spoor, patrol and sweep for wire snares, and visit new areas to investigate for any signs of poaching.

Every time Jenman African Safaris runs this tour, the partner project is able to patrol more areas within this expansive park. As a result, Jenman African Safaris provides a useful presence at ground level to deter various forms of poaching, and the conservation efforts become more effective. Jenman African Safaris donates a portion of funds per participant to assist the partner project in these conservation efforts. Clients can book these add-ons on the Northern Experience Safari and on the Southern Experience Safari.

1.4 Internet presence

Jenman African Safaris owns and maintains many different websites. Their main website is available in English, German, Spanish and Dutch.

Furthermore, Jenman African Safaris has its own company blog in English and German as well as specific websites for Zimbabwe, Madagascar, Victoria Falls and Cape Town.

List of Jenman African Safaris websites: www.jenmansafaris.com (Main website); www.safariafrika.de (German); www.jenmansafaris.es (Spanish), www.safariafrika.biz (Dutch); www.africasafariblog.com (Company Blog); www.afrikasafariblog.de (German); www.travel2zimbabwe.com; www.simbabwesafaris.de (German); www.travel2madagascar.com; www.victoriafalls.biz; www.capetownsafaris.com; www.kapstadtsafaris.de (German)

Jenman African Safari also has a facebook page

<https://www.facebook.com/pages/Jenman-African-Safaris/169372659170> and a Twitter Account <http://twitter.com/JenmanSafaris>.

1.5 The team 2011



2. Tasks and projects

This part of my work deals with the tasks and projects I was responsible for during my internship at Jenman African Safaris.

2.1 Translation

My main task in the beginning of my internship was the translations of tour itineraries, newsletters, website texts and advertisements. German speaking countries are one of Jenman African Safaris most important target groups, so everything that appeared on the websites and was sent out to clients and agents had to be translated into German.

My first project was the writing of the German Jenman March Newsletter. Lisa, the E-Marketer and Web Editor, writes the monthly newsletter in English and sent it to me in order to translate it. The English Jenman Newsletter is sent out every first Wednesday in a month, while the German one is sent out one day later on every first Thursday in a month. When I received the English version, the first thing I did was reading the whole newsletter in order to get an overview about what each article was about. Afterwards I started translating article by article. It was very important to avoid translating word by word as sometimes phrases don't appear the same way in German as they do in English. So when once I finished an article, I read through it again and made changes to certain sentence structures and idioms. Here are two examples of German articles, I wrote for the March as well as the June newsletter:

Wo wird der Osterhase Sie dieses Jahr finden?

Es ist fast Zeit für den Osterhasen seine Runde zu drehen und einige Ostereier und andere Leckereien zu verteilen. Das Beste am Osterhasen ist, dass egal wo Sie sind – er wird Sie finden! Und mit Ostern vor der Tür, warum nicht einmal Ihre Kunden in einen Osterurlaub entführen, den Sie nie vergessen werden!

Machen Sie dieses Osterfest etwas komplett anderes, indem Sie mit Ihrer Familie Kenia besuchen... Ihre Kinder werden von diesem faszinierten Reiseziel begeistert sein. Kein anderer Trip bietet eine so große Anzahl von Tagesaktivitäten, um jedes Familienmitglied zufriedenzustellen, sei es ein neugieriges Kind, ein aktiver Familienvater oder ein Großvater, der gern etwas mehr Entspannung hätte. Reisen Sie zwischen dem 1. April und dem 31. Mai und Sie sparen USD 85 pro Person! Preislich ab USD 2440 pro Erwachsenen und USD 1395 pro Kind mit Eltern. Klicken Sie hier, um das Angebot auf unserer Homepage zu sehen oder kontaktieren Sie uns unter info@jenmansafaris.com.

KFC Werbung:erspähnen Sie Jenman Safaris und gewinnen Sie!

Wissen Sie was?! KFC hat unseren 18-Sitzer Jenman Truck in seine neueste Werbung „Snax live on the run“ aufgenommen... Naja.. Wir sind nicht hundert prozentig sicher, wo diese Werbung aufgenommen wurde, um welche Tour es sich dabei gehandelt hat und welcher weltklasse Guide den Truck im Hintergrund der Werbung geparkt hat... Aber wir sind Teil der Werbung und möchten deshalb auch etwas von dem Ruhm abhaben!

Zeit für einen Wettbewerb! Schauen Sie sich das Video an und lassen Sie uns wissen wie viele Sekunden oder Minuten der Werbung unser Truck (genau) zu sehen war! Die richtigen Antworten werden an einer Verlosung teilnehmen, wo Sie eine köstliche Flasche Wein gewinnen können – die zu Ihnen nach Hause oder in Ihr Büro geliefert wird! Schicken Sie Ihre Antwort an blog@jenmansafaris.com.

The translation of tour itineraries was another very important part during my work at Jenman. Itineraries include detailed information about a certain tour or package, such as prices, departure dates, including and excluding parts, accommodation descriptions, meal keys, day descriptions, pre-departure information and information on the visited areas. These itineraries are used for either the brochures or handed out to the clients and agents. Most of the itineraries can also be found online, but I will focus on uploading itineraries onto the websites at a later stage.

Translations also included lodge descriptions, country attractions, destinations descriptions and staff profiles, which had to be uploaded onto the websites.

2.2 Website maintenance

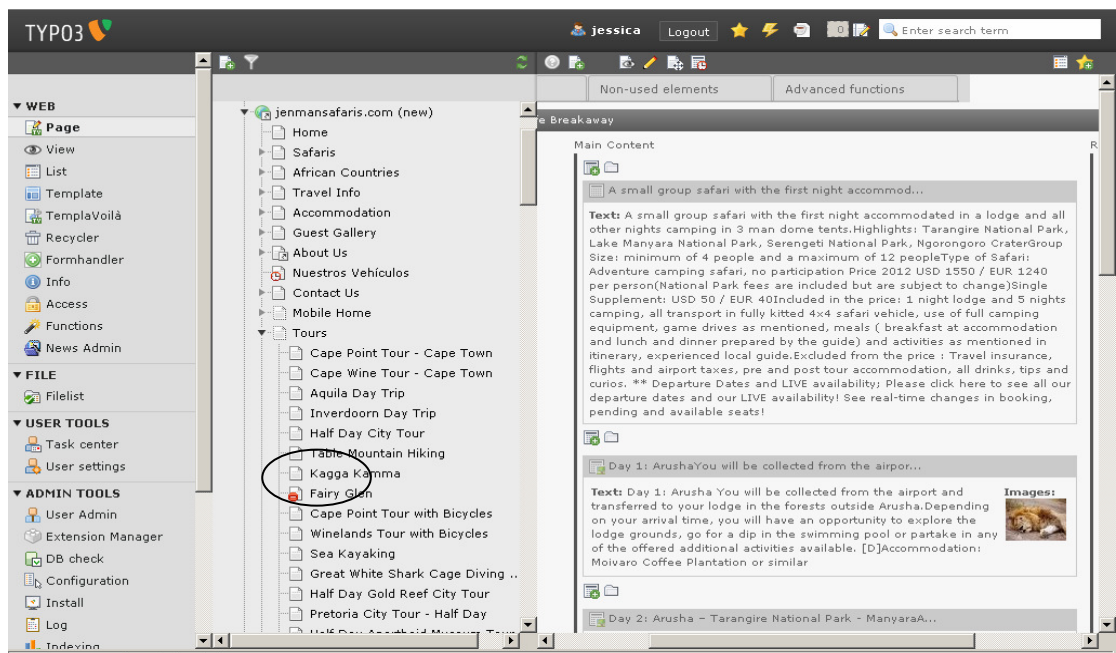
A main project during my work at Jenman was the websites updating and maintenance. Jenman Safaris hosts one main website, which is available in four different languages: English, German, Dutch and Spanish. I dealt with the English and German websites. Besides the main website Jenman has individual homepages for certain products. There is a Zimbabwe homepage and a website for Cape Town tours, which are available in English and German and separate homepages on Victoria Falls and Madagascar.

The backend I worked with is called TYPO3. TYPO3 is a small to midsize enterprise-class Content Management Framework, which Jenman Safaris uses to administrate their website.

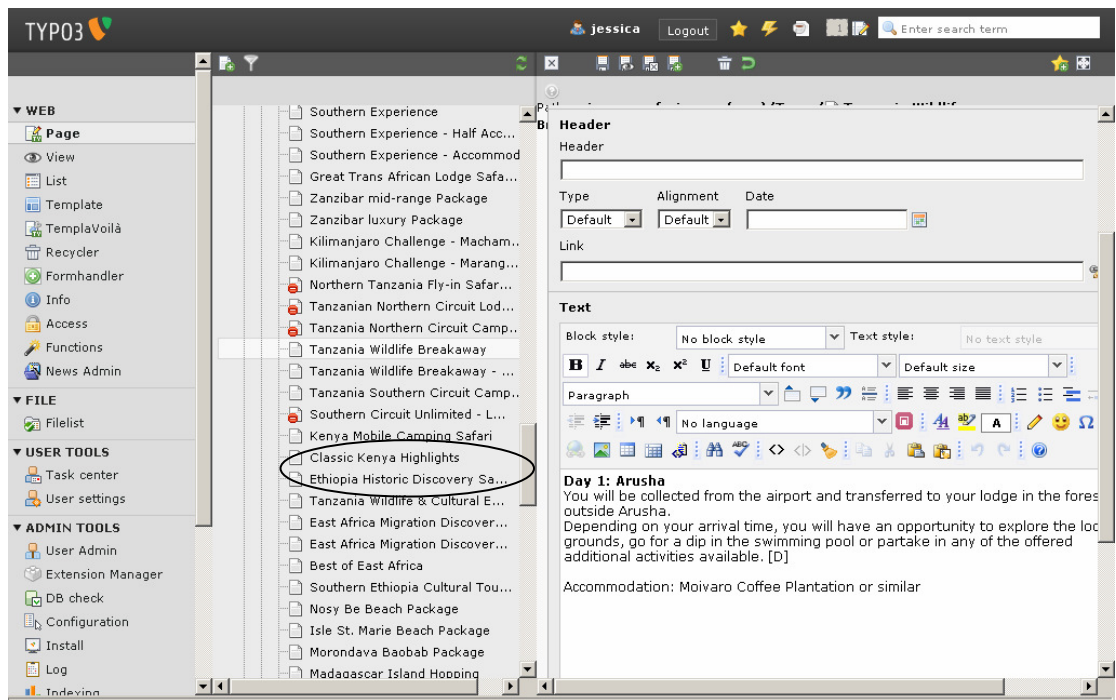
Every morning I had to do the website check, which secured that the website ran and the contact forms worked. What I did was to fill in every contact form with my name, email address and the additional information 'website test'. Every time someone fills in the contact form an email is send out to the Jenman Safaris server. The person who is in charge of checking these emails forwarded

them to my email address, so I had the proof that the website contact forms were working.

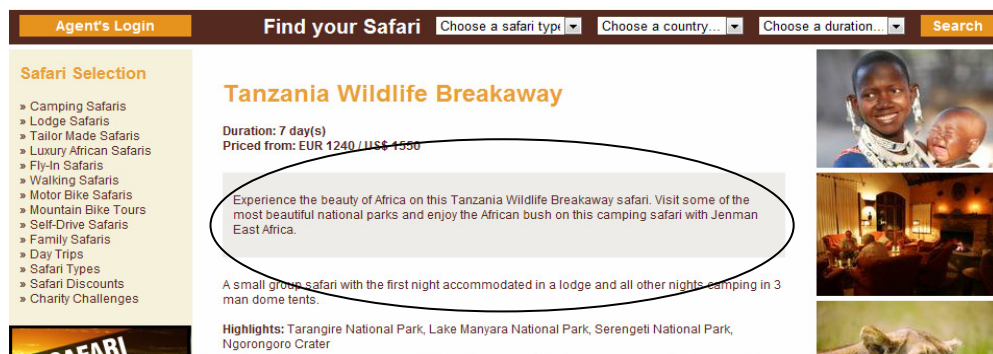
The upload of new tours and to make changes to the itineraries on the website was another task of mine. When a new itinerary had been created by the product manager, it had to be uploaded to the website. The same was for itineraries, which had changed for example in terms of accommodation, activities or meals. I clicked on the website I wanted to make change to, for example jenmansafaris.com. Here I clicked on 'Tours', this tab contained every safari itinerary Jenman Safaris offered.



I chose the specific tour and opened the text part I wanted to change. As soon as the changes were made and I clicked on 'save' they would appear on the website. A new tour itinerary was added with clicking on 'create new element'. A new text field would open up and I added each day of a certain safari in one text field.



Every website itinerary had to include metadata. This is the text at the top of the site, which appears in a box and briefly describes the tour.



A website itinerary had always the same structure. There was the metadata at the top followed by a description of the safari type. Jenman Safaris differentiates between camping, half accommodated and fully accommodated safaris. Beyond there were the destination highlights, group size, safari type, price and the included and excluded in the price section followed by the detailed itinerary, which briefly describes every day's activities and the used accommodation.

Every week it was my project to make one page perfect. I created a list of the tours and every week I took one website itinerary and made it perfect. I looked for spelling mistakes, improved certain explanations and changed pictures if necessary, but later on I did it for the English website as well.

It was my task to upload Jenman staff profiles to the website as well. As soon as a new staff member begins, her / she had to fill in a profile form, which was later on uploaded to the Jenman website in order to familiarize clients and agents with the company and its employees. The profile form contained different sections, such as name, department, special subjects, languages, history and experience as well as the favourite destination in Africa. Below you find and extract of the 'Team' site.

Accounting Manager
JENNIFER GALLEY

Special Subject: Accounting and Administration
Languages: English, Afrikaans and French
Qualifications: BA (Honours) Hotel and Hospitality Management, Pitman Computer Keyboard, First Aid & CPR Certificate
History and Experience: Born in Botswana and educated in South Africa, I decided I wanted to travel and work in the Hospitality Industry so I went to study Hotel & Hospitality Management in Scotland. During my breaks I worked in various areas and gained valuable experience in hotel operations. Upon graduating I got a job in Florida working at a 5 Star resort as a Trainee Manager. I then went on to become an Assistant Front Office Manager, where after I was promoted to Hotel Controller. In 2006 after sailing the Bahamas, my husband and I decided to return to Africa and haven't looked back since!
Favourite African Destination: After having experienced many other countries, there is nowhere like South Africa with its diverse scenery and people.



Junior Bookkeeper
LIZETTE OLIVIER

Special Subject: Accounts
Languages: English, Afrikaans
Qualifications: Matric; Pastel accounting Certificate
History and Experience: I love meeting new people from different Cultures and experiencing new things and travelling. I would like to experience more about Africa that is why I chose to work in travel. I like doing Photography and Reading in my spare time.
Favourite African Destination: I have not travelled further than the Eastern Cape but I enjoy the Garden route and would love to see Madagascar and Victoria Falls.



Junior Bookkeeper
RUTH DODGEN

Languages: English and Afrikaans
Qualifications: B-TECH Taxation Degree [Cape Peninsula University of Technology]
History and Experience: I matriculated in 2005 and then went to the Cape Peninsula University of Technology where I completed my B-Tech Taxation Degree. Shortly after, I started my job at Jenman African Safaris – which has been a great experience for me... I have learnt all about the 'working environment', dealing with people and lots more!
Favourite African Destination: Namibia



2.3 Writing the German Blog

I was in charge of writing articles for the German Jenman Safaris Blog. I had to write at least one blog per week, when there was time I wrote more. A blog article could be about every topic, which was somehow related to an African country, safaris, Jenman African Safaris or my stay in South Africa. The blog is used as a marketing instrument to get in touch with people, build up a relationship, inform about products, news or introduce people to Jenman Safaris and its staff members. I mainly wrote about trips I did, for example to Cape of Good Hope or the Addo Elephant Park; special countries, such as Zimbabwe, because at that time we were just launching the new Jenman Zimbabwe Safaris brand; and activities and events I took part in, such as skydiving or my volunteering at the youth day in Langa, a township in Cape Town. I was able to write the blog about volunteering in German as well as in English. To give an impression of what my blogs were like, I am adding this article below. It can be found online at [www. http://africasafariblog.com/?p=3116](http://africasafariblog.com/?p=3116). The link to the German Jenman blog is [www. http://afrikasafariblog.de/](http://afrikasafariblog.de/).

A spotlight on Cape Town's kids

I've been living in South Africa for almost three months now and I have experienced the beautiful nature, Cape Town's amazing vibe and I have met so many wonderful people living here. But, besides all of this you must not forget about those people, who suffer from poverty and who aren't able to enjoy life the way we do. Especially children who are born into poverty – they often don't have the chance to get out of it. They need all the help they can get...

I didn't hesitate when my flat mate asked me to join her volunteering – at a youth day in Langa, a township in Cape Town. This youth day was organized by LoveLife, South Africa's largest national HIV prevention initiative. LoveLife combines a sustained campaign with nationwide support programs to promote healthy, HIV-free living among South African teens. LoveLife launched in 1999 is a joint initiative of leading South African non-government organizations and the South African government, in partnership with several private foundations, with one shared goal: to turn back the tide of the HIV/Aids epidemic, and the associated epidemics of teen pregnancy and sexually transmitted infections. The programs are implemented by young volunteers, known as groundbreakers, with the help of several community-based organizations, schools and clinics across South Africa. These programs reach many young people every month through direct face-to-face interaction. LoveLife provides training and support services in order to provide comprehensive sexual health as well as HIV/Aids education to ensure a generation youth who have the tools to stay HIV free.

The youth day was about to take place in Langa's youth center and so we went there in the morning... All the LoveLife volunteers were happy to see us and that we came to help them – we came with four of us – and we were of course happy to help. Even though the event was supposed to start half an hour later, they hadn't prepared that much yet. So we started arranging some chairs and built up a small stage as some of the teens were supposed to show their singing and dancing talents later on. We sometimes stopped our work in order to play with the small kids... There have to be priorities! The kids were so happy about our visit and they followed us everywhere we went. After we had arranged everything inside, some games took place outside on the football field. Besides we played basket ball with the little ones. I had mixed feelings seeing them so happy but on the other hand knowing that they are so poor. They tried to grab our bags and were asking for "Dollars" and "chips"... Of course, we would have loved to give them something to eat but, the other girls told us not to do, because we didn't have enough for everybody.

After the football match it was the girl's turn! They had a netball match – red tigers against blue lions – and again we cheered them on as much we could! Afterwards everybody went inside to see the kids' performances. First of all a group of young guys showed us their rap talent, and afterwards a young girl presented a nice poem. Everybody was cheering and clapping! Last but not

least there was a dance contest between two boys, which was decided by the audience. Of course, both of them won...

All in all it was a really nice day, with a lot of impressions and the possibility to see the country from a different perspective. I can highly recommend visiting such an event to get to know those people in the country whose lives are so much different from ours.

2.4 German Zimbabwe website

Jenman African Safaris launched a new brand in 2011, which is called Jenman Zimbabwe Safaris. Under this name tours, safaris, packages and day trips to the African country Zimbabwe are sold. Comparable to Jenman Island Safaris, which deals with all the tours and packages to Madagascar, Jenman Zimbabwe Safaris has got its own brochure and website www.travel2zimbabwe.com. As soon as the English website was online it was my task to create the German version.

The first thing I did was translating all the new texts and itineraries, which would be uploaded onto the German Zimbabwe website at a later stage. I started translating accommodation and destination descriptions as most of the tour itineraries were already available in German on the main website. Afterwards I worked on the new itineraries, which had been just created for the new brochure. After having translated all the texts and descriptions, everything had to be uploaded onto the website.

I did not have to design a whole new website, but I basically created a German copy of the English Zimbabwe website. I logged into Typo3 and clicked on 'create German translation' for every single text. I pasted the texts in and uploaded the same pictures onto Typo3 as on the English side. Once everything was uploaded, it had to be made visible online. My supervisor asked me to think of a possible domain and we decided to name the website simbabwesafaris.de. On domaindiscount.com I checked whether this domain was free and I bought it. We told our Typo3 developer that simbabwesafaris.de is now one of Jenman Safaris website and he connected it to our back-end, so the website was sent live.

The last step was to re-read all the texts on the website and make corrections and changes to them.

2.5 Newsletter

2.5.1 Madagascar Newsletter

Every third Wednesday in a month Jenman African Safari sends out a Madagascar newsletter to the agents. This newsletter contains not only specific tour packages but also blogs about Madagascar, which are for example written by the Malagasy intern or a staff member, who has just been to the island and

wants to share his /her experiences during the trip. This is a marketing instrument too as the agents realize Jenman Safaris comprehensive knowledge about Madagascar. The newsletter normally includes four or five articles, of which two or three are about Jenman Madagascar packages or tours and two or three articles about general topics which deal with tourism on this island, such as travel advices, educational trips or interesting facts about Madagascar.

It was my task to create the newsletters layout. That means I had to put the texts I received from writer into a program called Dreamweaver. This program is a web authoring and editing software, which provides both visual and code-level capabilities for creating standards-based websites and designs for the desktop, smart phones, tablets, and other devices.

Once I had put all the text into Dreamweaver pictures had to be added. I found the images on the Jenman server and chose those ones, which had a connection to each article. If there was for example an article about a new Dhow package in Madagascar, I would choose a picture of a Dhow in the turquoise ocean and a sandy white beach. The images are very important, because this is the point which the readers' eyes see first. After choosing the right pictures for every article I had to resize them with the help of Microsoft picture Manager. There was no certain rule for the picture size but it was up to me how I arranged the pictures in the articles, whether I wanted to choose one or more images for one article and what size I thought was appropriate.

After adding the pictures to Dreamweaver, the next step was to link the images. This is necessary in order to make them visible for the reader. The linking consisted of two steps. First I had to put each image into the ftp.servage.net folder. After I had done that I had to add a link in front of the pictures name. So I opened Dreamweaver and pasted the link in front of the html code of every picture.

2.5.2 Specials Newsletter

The Specials newsletter is sent out every fourth Wednesday of the month and includes the special packages and tour offers, Jenman Safaris has on offer each month. The newsletter contains specials on Southern and Eastern Africa as well as Madagascar, availability updates for the next running tours and special safari discounts.

Two weeks before the newsletter was sent out I mailed the two Product Manager and asked which specials they wanted to have in the newsletter, which specials should be removed or updated. Some of the specials were valid for several months, so they appeared in more than just one newsletter. After I received their answer I added the specials to the newsletter. Sometimes rate

changes occurred so I checked every special in the costing sheet on the server in order to get the correct rates and validities.

I had to add pictures as well, but they had to have a certain size (152x100) and position (right column next to the text) .The linking of the pictures was done the same way as for the Madagascar newsletter.

I had to create several versions of both the Madagascar and the Specials newsletter as not all the agents receive the same version because of currency differences. There had to be a ZAR version, which only included Rand rates, the USD and the EUR version as well as an international version, which included both the EUR and the USD rates. I needed the international version for the websites.

In both the Madagascar and the Specials Newsletter I also linked packages to the website so the agents just had to click on it in order to see the website package, as well as email addresses and I linked articles to the blog if necessary.

2.5.3 Sending the newsletter

Once the newsletter was created in Dreamweaver I copied the whole html code and pasted it into the software G-Lock EasyMail, which is the business bulk email software Jenman Safari uses to send out a huge amount of email at once. The newsletter had to be proofed by the marketing manager, so I always sent it to her first. In order to send the newsletter to the agents in time, I sent it to the marketing manager on Mondays, so I had one more day to make changes and corrections as advised. The newsletter had to be sent to all the staff members as well in order to receive feedback about what they think should be changed or corrected.

After having made all the changes and having received the final Go, I sent out the newsletter to the following groups: Agents EUR, which are all agents from Europe and the UK (except from Germany), Agents Local, which are the South African agents and Agents USD, which are all agents from North America and other foreign agents.

The German agents receive the German version of the newsletter, which had to be sent out one day later. It was my task to translate the newsletter article into German and hand them in for proof reading to the marketing manager.

2.5.4 Newsletter on the websites

The international version of the Madagascar newsletter had to be uploaded to travel2madagascar.com. So clients and agents had the opportunity to view the newsletters from the last months.

The specials in the newsletter had to be uploaded to the websites as well. On the main website all the latest specials had to show up. So I uploaded the international version to jenmansafaris.com and the German version to safariafrika.de. Certain specials on Victoria Falls were uploaded to victoriafalls.biz and to travel2zimbabwe.com, together with the Zimbabwe specials. Specials on Madagascar had to be visible on the homepage of travel2madagascar.com. All the specials had to be online on the agents website jenman.travel as well.