

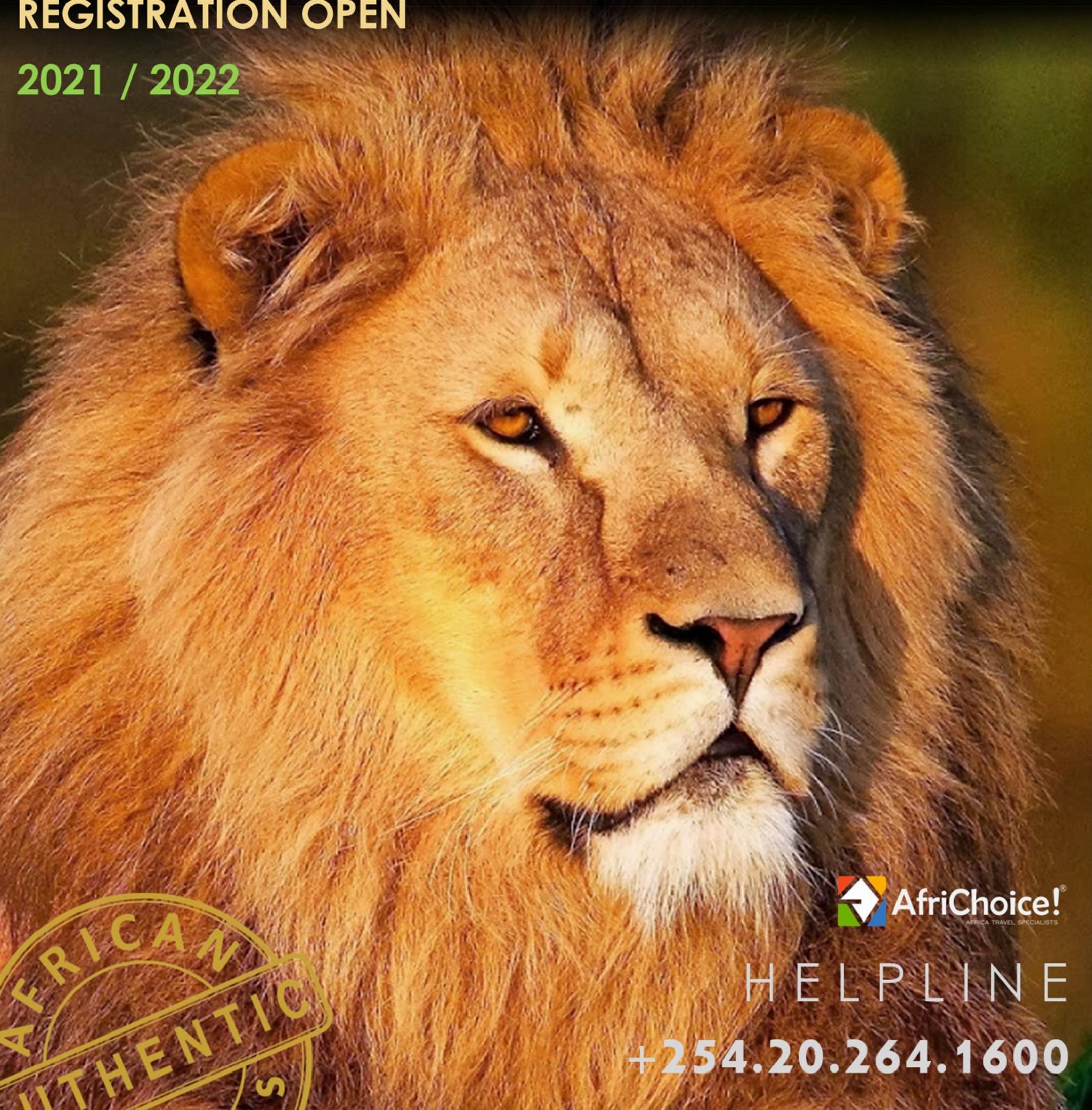
AFRICAN WILDLIFE SAFARIS

# AFFILIATE PROGRAM

TRAVEL TRADE & FREELANCE EDITION

REGISTRATION OPEN

2021 / 2022



HELPLINE

+254.20.264.1600



JOIN TODAY – IT IS 100% FREE - APPLICATION FORM ENCLOSED

TRAVEL FREQUENTLY TO AFRICA

\$\$\$ MAKE EXTRA CASH \$\$\$

JOINING IS 100% FREE!!!

**WILDLIFE SAFARIS****HOTEL BOOKINGS****CAR RENTAL**

## About Us...

AfriChoice! is a Destination Management Company and a Safari Outfitter based in Nairobi, Kenya and offering a wide range of travel-related services to East and Southern Africa destinations. With our portfolio that includes over 8 African destination countries, over 100 itineraries and guaranteed departures featuring over 20 types of activities, we can proudly say that we have one of the largest in Africa. We operate own fleet of state-of-the-art vehicles with highly trained chauffeurs, driver guides and ground support staff for our clients' comfort and safety while in Africa.

Unlike most other tour operators, *who also double up as hoteliers*, AfriChoice is a *pure tour operator*, **not** hotel operator, and so we do not have vested interests in any of the hotels that we use on our tours. We can therefore recommend any hotel facility in East and Southern Africa without bias or preference. In addition, we have competitive contracted rates with over 500 hotel properties and partners throughout Africa that enables us to tailor-make any type of African holiday, affordably, for our clients. Our network of suppliers throughout the region coupled with our ever-increasing volume of travellers has given us access to highly competitive rates, yielding savings that we pass on directly to our travellers.

All our products are tried and tested over time. We only take you to places whose services we have verified making our tours a superior experience. In addition to our excellence in managing leisure tours, we are equally capable of managing all your clients' Africa travel-related needs from business travel, incentives, conferences, special events, family events, weddings and so on. Recently we organized a European pharmaceutical workshop to East Africa with 300 medical doctors and a post-conference wildlife safari, including all logistics, from transportation and accommodation arrangements that left all the participants in awe. So, from 10 to 10,000 participants, we can proudly say that we have what it takes to steer your group to a happy ending!



LEISURE TRAVEL



BUSINESS TRAVEL



SPECIAL EVENTS



# About the Program and why you should join...

At AfriChoice! we are willing to discover more opportunities to expand our business. One of the reasons behind our success is that we are not averse to exploit the unexplored avenues. Forging strategic partnership with diverse businesses, from travel related businesses to non-travel related businesses are among the areas in which we are interested in. Through our Affiliate Program, we have now made it possible for anyone **with** or **without** prior experience to join, market and sell Africa Travel Products. We have achieved this through our easy-to-join and easy-to-start affiliate program supported by our elaborate reseller agent support services. This program is open to individual freelancers as well as small to large travel retail or wholesale (B2B) outlets around the globe.

Our Travel Distribution Network is organized through *Value Added Resellers, (VARs)*. These Resellers either earn attractive commissions from their sales or (at advanced level) they can access highly discounted and confidential rates to be able to customize their own Africa Travel Products with an appropriate mark-up. Whichever the case, both will be responsible for distribution of AfriChoice! Travel Products to end-users or they can build their own network of resellers thus boosting their sales and profits.

Therefore, anyone can now get an additional stream of income and a progressive profit whether working at home or on the go. We shall help you to help us and vice versa! At the end of the day, it is a mutually beneficial relationship where both parties, **you** and **us**, make **solid gains**. Why not try it today and see for yourself? Grab the opportunity! Joining is absolutely free of charge!



WITH PASSION



WITH LOVE



WITH INTEGRITY



## Why with AfriChoice?

### Work with a Reliable Partner in Africa

To become an AfriChoice! Value Added Reseller [VAR] is a great opportunity for you and your company as you will be providing excellent African Travel Products from a Trusted Market Leader to your customers. In addition, you will have access to accurate information on hotels, destination attractions, security and weather updates in real time. We are confident that by interacting with us directly you can save time, cut duplication and reduce your booking costs considerably. As a result, our superior ground service, our rapid response times and our competitive prices will boost your overall productivity, residual profits as well as overall client satisfaction!

### Easy To Join and Easy To Sustain

We have made it simple for you to join us whether you are an independent travel planner, a registered travel agent, an incentive house, a meeting planner or a private travel consultant. Simply fill in the registration form and submit the details to us. We will assess your status and issue you a confirmation which will enable you, your company or your consultants to access AfriChoice! products and start selling immediately. You will also receive regular updates on new Africa Travel Products, wildlife safaris, accommodation news, special deals and prices. All these supported by our highly trained and dedicated staff who are ready to make your life simpler, by significantly shortening response times to your clients' enquiries, improving your company's productivity, saving costs and boosting profits!

### Short Supply Chain - Easier Communication - Better Profits

One of the most obvious advantages of dealing directly with a DMC in Africa is that the distribution channel is drastically shortened thus yielding savings that you can turn into steady profits. It allows you to sell at competitively low prices and yet making great margins. We guarantee to offer quality services without compromising on the quality of our services. Our network of suppliers throughout the region coupled with our ever-increasing volume of travellers has given us access to the most competitive rates, yielding savings which we pass on directly to our travel agents and affiliates. You will enjoy all these benefits indirectly once you sign up for the program. Our business model is very transparent when it comes to prices and we have trust-earned references in the industry, should you want to hear from them.

### A New and Sustainable Income Stream for All

With the increased disposable incomes and economic fortunes around the globe, many people are looking for new and exotic destinations to travel to and enjoy with their earnings. As a result, travel companies as well as individual travel planners around the globe are looking for new and innovative ways to have piece of the pie. Here at AfriChoice, our aim is to bridge the gap between the holiday makers and the business seekers by providing the holiday products as well as a platform on which both can meet for a mutual benefit. This is the basic principle on which our affiliate program is based. A sustainable business model that benefits the holiday makers, the travel retailers (the affiliates), as well as the local communities at the destination management level.



# Enjoy a host of IMMEDIATE **BENEFITS**

## **Free Entry & Exit**

Joining our reseller program is 100% free of charge. If you are new in the travel industry and starting from zero, this is a great boost as you can start selling our products online from the comfort of your home. In addition to free entry, we also shall not ask for any payment from the gains accumulated from us should you wish to terminate the services with us.

## **Attractive Earnings & Commissions**

Gain access instant to attractive and progressive commissions from sales of our pre-packaged and published safari programs from our website. Our advanced VARs will access highly discounted net rates so that they can offer customized packages to their prospective clients at a reasonable mark-up.

## **Free Training and Material Support**

Selling safaris is not a rocket-science subject and anyone with or without prior knowledge can sell with relative ease. It is all about transportation, accommodation and sightseeing! Get access to simplified reseller training materials to equip you with the necessary safari planning and selling skills and start selling like a pro. It is easier than selling a car insurance policy! Our trainers are ready to start free online training the day you sign-up!

## **Exclusive Appointment in your Country**

Once you join, we are not going to engage another person or entity for the same services from your region. This is one of the biggest advantage as it ensure no competition for our products by many resellers within the same region. So you enjoy the much needed monopoly of our products thus boosting your sales volumes.

## **Free Client Referrals from your Country**

In addition to exclusive appointment within a region / country, all enquiries from your contracted region or country coming to us through our website, old contacts, or referrals by word of mouth from our past clients will be channelled through you / your office – free source of business for you!



## **Subsidized FAM Trips for Agents & Resellers (Affiliates)**

Jointly with our trusted suppliers, we occasionally organize highly subsidized product familiarization and agent education trips to various safari destinations in our portfolio. This gives you a chance to experience the products and get a first-hand knowledge of the products before you sell the same to your customers.

## **Free Exposure at Travel Trade Fairs**

Most countries all over the world hold Travel Trade Fairs and Workshops to promote domestic and international Tourism. Jointly we shall endeavour to participate in travel trade fairs happening in your country and to your advantage.

## **Avoid Middlemen, Increase Profit!**

By signing-up for our affiliate program, it means you are dealing with a DMC in Africa directly. The advantage of the shorter supply chain cannot be over-emphasised,

it not-only leads to lower, competitive prices but also to increased profit margins!



# Quick Registration

One-Time



## Registration Overview

Joining our affiliate program is easy and straightforward. Our quick registration process enables you to enrol for the program quickly and efficiently so that you can start selling and making returns in the shortest time possible.

We have made it simple for you to join us whether you are a tour operator, agent, incentive house, meeting planner or a travel consultant. Simply fill in the Trade registration form and submit the details to us. We will assess your status and issue you with a confirmation that will enable your company and consultants to access your special Trade prices on all AfriChoice! Products and start trading immediately. You will also receive regular updates on new African safari products, accommodation deals, Africa Travel News and Special Offers. All this will be supported by our highly trained and experienced travel consultants who will make your life simpler, boost your company's productivity, save costs and significantly improve response times to your clients.

Our aim is to create an easy and direct access to Africa Travel Products and to simplify the delivery process of the products and services to the world and for your benefit. We are confident that by using our affiliate system you will be able to save time, cut duplication and reduce your booking costs considerably thus boosting your bottom line. All these coupled with our state-of-the-art booking system, our superb ground service, our rapid response times and our competitive prices will guarantee double productivity and client satisfaction instantly.

Finally, you have our assurance that we will not expose your personal details to any 3rd party or company that is not part of AfriChoice Group. You may change any of your personal details or cancel the subscription etc. at any time. Go ahead, try us today and discover the secret for yourself!



# TRADE REGISTRATION FORM

[Registered Travel Agencies / Institutions / B2B]

The information collected from this quick registration form is for identification purposes only. To have your company entered into our partner database, please print, complete and return this form to us using the address below;

Dear Applicant,

Thank you for expressing interest to work with us. This is your first step to becoming a *Value Added Reseller (VAR)* and on your way to joining hundreds of organizations and individuals selling Africa Travel products via a world-class Travel Distribution Network. This document is non-binding BUT once received and acknowledged by us, you will immediately have the rights to start retailing our products in your target market. \*It is only after prequalification and evaluation the we enter into a formal and legally binding cooperation contact.

\*Terms and Conditions apply.

Please fill the form completely and return it to;  
**AfriChoice Tours & Travel Limited**  
**P. O. Box 4293-00200**  
**CITY-SQUARE**  
**Nairobi – KENYA**  
**NB: SCANNED COLOURED COPY CAN BE EMAILED. DO NOT FAX.**

## Contact Information (Complete With Your Company / Agency Contact Information)

Company / Agency Name:

Country of Operation:

Current City of Operation:

Postcode

Official Email:

Company Type / Specialization: *(If Travel Agent? Meetings Planner etc.)*

Website URL:

Main Contact Person / Director:

Experience Narrative: *(Attach Extra Info-Sheet If Necessary)*

Daytime Telephone Number.:

Mobile Number:

## Languages Spoken (Tick The Appropriate Box )

- |                                  |                                    |                                     |                                  |  |                                     |
|----------------------------------|------------------------------------|-------------------------------------|----------------------------------|--|-------------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Russian    | <input type="checkbox"/> Danish  | <input type="checkbox"/> Greek                   | <input type="checkbox"/> Portuguese |
| <input type="checkbox"/> French  | <input type="checkbox"/> Chinese   | <input type="checkbox"/> Slovene    | <input type="checkbox"/> Maltese | <input type="checkbox"/> Arabic                  | <input type="checkbox"/> Indian     |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Czech      | <input type="checkbox"/> Swedish | <input type="checkbox"/> Polish                  | <input type="checkbox"/> Swahili    |
| <input type="checkbox"/> German  | <input type="checkbox"/> Finnish   | <input type="checkbox"/> Lithuanian | <input type="checkbox"/> Dutch   | <b>Other</b> (Fill in here) <input type="text"/> |                                     |

**TERMS & CONDITIONS / PRIVACY POLICY / DISCLAIMER:** Thank you for your application to join our affiliate program. By signing this form, you acknowledge that you have read the Terms of Service Agreement contained herein and the disclaimers and caveats contained herein in this document as well as on our website www.africhoice.com, and that you accept and will be bound by the terms thereof. Please note that signing of this form does not grant automatic membership to our program. It is only after we receive the completed form that we assess your status and issue you with an official, signed, acknowledgement with a membership number which will enable you or your company and consultants to access and sell AfriChoice! products. All the information that you provide will be kept confidential and will only be available to AfriChoice and / or its associate companies. Also, the use of this site, and the terms and conditions for our providing information, is governed by our Disclaimer. By using this form, you acknowledge that you have read the Disclaimer on our website www.africhoice.com and that you accept and will be bound by the terms thereof. AfriChoice! reserves the right to change the terms, conditions, and notices under which this Service Agreement is offered without any advance notice. Your use of this form and our website site constitutes your agreement to all such terms, conditions, and notices. Finally, AfriChoice! is committed to protecting your privacy. We only use the information we collect for internal purposes only. We do not sell, trade or rent your personal information to 3rd parties. Please read our detailed privacy policy on our website www.africhoice.com. Should you experience any problems or need any assistance, please do not hesitate to contact us on Telephone: +254.20.264.1600 or Email: sales@africhoice.com. Thank you!

NAME: *(Authorized Company Official):*

DESIGNATION: *(Founder | Director | CEO):*

DATE:

AUTHORIZED SIGNATORY / COMPANY SEAL / STAMP:

# INDIVIDUAL REGISTRATION FORM

Independent Travel Consultants & Holiday Planners

Dear Applicant,

Thank you for expressing interest to work with us. This is your first step to becoming a *Value Added Reseller (VAR)* and on your way to joining hundreds of organizations and individuals selling Africa Travel products via a world-class Travel Distribution Network. This document is non-binding BUT once received and acknowledged by us, you will immediately have the rights to start retailing our products in your target market. \*It is only after prequalification and evaluation the we enter into a formal and legally binding cooperation contact.

\*Terms and Conditions apply.

The information collected from this quick registration form is for personal identification only. To have your company entered into our partner database, please print, complete and return this form to us using the address below;

Please fill the form completely and return it to;

**AfriChoice Tours & Travel Limited**  
**P. O. Box 4293-00200**  
**CITY-SQUARE**  
**Nairobi – KENYA**

**NB: SCANNED COLOURED COPY CAN BE EMAILED. DO NOT FAX.**

## Contact Information (Complete With Your Company / Agency Contact Information)

Your Full Names

Mr. / Mrs. / Ms.

City of Residence:

Postcode

Education Level:

Basic / College / University / Advanced

Your Telephone / Mobile Number.:

Next of Kin / Official Referee:

Mr. / Mrs. / Ms.

Contact Number of Next of Kin / Official Referee:

Country of Residence (Indicate Full Residential Address):

Preferred Email:

CV / Curriculum Vitae Available?  
(Attach Copy)

YES

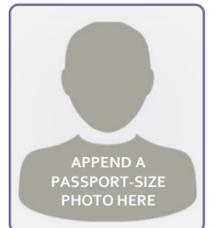
NO

Passport-Size Photos Available?  
(Append a Colored Copy in the space provided)

YES

NO

Experience Narrative: (Attach Extra Info-Sheet If Necessary)



## Languages Spoken (Tick The Appropriate Box )

- |                                  |                                    |                                     |                                  |   |                                     |
|----------------------------------|------------------------------------|-------------------------------------|----------------------------------|---|-------------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Russian    | <input type="checkbox"/> Danish  | <input type="checkbox"/> Greek            | <input type="checkbox"/> Portuguese |
| <input type="checkbox"/> French  | <input type="checkbox"/> Chinese   | <input type="checkbox"/> Slovene    | <input type="checkbox"/> Maltese | <input type="checkbox"/> Arabic           | <input type="checkbox"/> Indian     |
| <input type="checkbox"/> Spanish | <input type="checkbox"/> Bulgarian | <input type="checkbox"/> Czech      | <input type="checkbox"/> Swedish | <input type="checkbox"/> Polish           | <input type="checkbox"/> Swahili    |
| <input type="checkbox"/> German  | <input type="checkbox"/> Finnish   | <input type="checkbox"/> Lithuanian | <input type="checkbox"/> Dutch   | Other (Fill in here) <input type="text"/> |                                     |

**TERMS & CONDITIONS / PRIVACY POLICY / DISCLAIMER:** Thank you for your application to join our affiliate program. By signing this form, you acknowledge that you have read the Terms of Service Agreement contained herein and the disclaimers and caveats contained herein in this document as well as on our website www.africhoice.com, and that you accept and will be bound by the terms thereof. Please note that signing of this form does not grant automatic membership to our program. It is only after we receive the completed form that we assess your status and issue you with an official, signed, acknowledgement with a membership number which will enable you or your company and consultants to access and sell AfriChoice! products. All the information that you provide will be kept confidential and will only be available to AfriChoice and / or its associate companies. Also, the use of this site, and the terms and conditions for our providing information, is governed by our Disclaimer. By using this form, you acknowledge that you have read the Disclaimer on our website www.africhoice.com and that you accept and will be bound by the terms thereof. AfriChoice! reserves the right to change the terms, conditions, and notices under which this Service Agreement is offered without any advance notice. Your use of this form and our website site constitutes your agreement to all such terms, conditions, and notices. Finally, AfriChoice! is committed to protecting your privacy. We only use the information we collect for internal purposes only. We do not sell, trade or rent your personal information to 3rd parties. Please read our detailed privacy policy on our website www.africhoice.com. Should you experience any problems or need any assistance, please do not hesitate to contact us on Telephone: +254.20.264.1600 or Email: sales@africhoice.com. Thank you!

FULL NAME: (Mr. / Mrs. / Ms.)

PASSPORT NUMBER: (Attach Copy)

DATE:

YOUR SIGNATURE:

# Success Stories

## affiliate **TESTIMONIALS**



**Frank Lobbes, Munich, GERMANY**

Jambo! It has been an amazing ten year journey with AfriChoice ever since we signed the cooperation agreement. Their holiday rates are very reasonable and the services they deliver are a notch above the rest.

**Debbie & Joe, Houston, TX, USA**

Our church makes humanitarian trips to East Africa every year and ever since we found Africhoice to handle all our overseas travel needs, we have never been disappointed.



**Brian Cook, Sussex, UK**

I had dealt with other operators in Africa before but ever since we started working with AfriChoice 8 years ago, we've never thought of moving to anywhere else, we feel right at home with our clients!

**Abdelhamid Kareem, Dubai, UAE**

Ever since we signed-up, we have entrusted all our Africa Business Travel needs to AfriChoice Group. They are honest, reliable and professional in the field of transportation, hotel bookings and wildlife safaris.



**Zhang Xi, Guangzhou, CHINA**

When we launched our direct flights to Nairobi, our airline was looking for a reliable partner to handle our ground logistics but when we found AfriChoice, all our worries were solved immediately. We shall continue using their services for years to come...

**Eunice Gathoni, Nairobi, KENYA**

When I graduated from college, I did not look far for a job. I immediately joined the affiliate program and I have accumulated many new businesses links both locally and internationally that are earning me good income. I cannot regret my decision!



# TERMS OF SERVICE AGREEMENT

[Mondus Operandi – Last Revised 1<sup>st</sup> December 2018]

**OPENING NOTE:** Kindly note that ALL bookings, reservations, payments, cancellations and refunds for all services (tours, safaris, accommodations and transportations) are subject to our standard Booking Terms & Conditions detailed on our website under Terms and Conditions pages. This Affiliate Terms of Service is not a replacement of the Standard Booking Terms and Conditions. Please ensure to read and understand the Standard Terms and Conditions before proceeding with this affiliate Terms of Service Agreement Terms. In addition, please note that the standard Booking Terms and Conditions for FIT and group bookings as well as our Privacy Policy and Disclaimer shall also form an integral part of this agreement.

## APPLICATION ACCEPTANCE

Please note that AfriChoice Tours & Travel LTD and its Directors reserves the right to accept or decline any application for joining the Affiliate Program without giving a reason or explanation whatsoever for their decision.

## TERMS OF SERVICE

WHEREAS, AfriChoice Tours & Travel LTD carries on the business of Incoming Tour Operating and whereas The Affiliate carries on the business of representative and travel retailing in the chosen country. Therefore, all representation agreements are governed by the service terms and conditions in addition to our standard Booking Terms and Conditions here under;

### 1. BASIS OF THE APPOINTMENT

- 1.1 AfriChoice Tours & Travel LTD appoints The Affiliate as a representative and a general service agent in the chosen country and will be based in the chosen country city subject to approval by AfriChoice Tours & Travel LTD.
- 1.2 The Affiliate agrees to represent AfriChoice Tours & Travel LTD and use its best efforts and endeavours to promote the interests of AfriChoice Tours & Travel LTD for a mutual benefit using their own machinery and networks.
- 1.3 The Affiliate shall conduct all business in their own name and shall pay all the expenses of its office and activities and shall be responsible for all acts and expenses of its employees if any, unless otherwise stated and agreed.
- 1.4 It shall be agreed that The Affiliate income arising from the representation of AfriChoice Tours & Travel LTD will be derived either from the agreed commission rate (as a percentage) or by marking up the quoted net prices provided by AfriChoice Tours & Travel LTD. It is also agreed between the two entities that The Affiliate will only mark up the net rates as supplied by AfriChoice Tours & Travel LTD to a reasonable level, in order not to discourage business or to the detriment of both entities. AfriChoice Tours & Travel LTD may from time to time request information from The Affiliate relating to the margins on the marked-up prices.
- 1.5 All bookings for FIT and group tours shall be subject to terms and conditions of booking set out by AfriChoice Tours & Travel LTD. AfriChoice Tours & Travel LTD shall have the right to amend prices and other terms and conditions of travel from time to time but with a prior notice to The Affiliate.

### 2. DURATION OF THIS AGREEMENT

This agreement will be valid for a period of 12 months, and will be subject to renewal every 12 months provided that both parties are in agreement to do so devoid of any discrepancies. This agreement may be terminated by either party subject to a 3 months prior notice being given in writing provided all accounts and/or financial obligations owing are settled prior to termination.

### 3. SERVICE RESPONSIBILITIES OF THE AFFILIATE

The Affiliate agrees and undertakes to render inter alia the following services concerning all travel destinations offered by AfriChoice Tours & Travel LTD that includes Kenya, Tanzania, Uganda, Rwanda, Zimbabwe, Botswana, Namibia, Mozambique, South Africa and any other destination that forms part of the AfriChoice Tours & Travel LTD portfolio. In this case, The Affiliate shall;

- 3.1 Generate sales from our pre-packaged, customized or tailor-made Africa travel products from own as well as joint marketing efforts with or without the input of AfriChoice Tours & Travel Ltd.
- 3.2 Provide online and off-line product information to consumers, third party travel organizations and individuals through various channels including their own website, social media accounts etc
- 3.3 Unless otherwise stated, market and sell our product through their own brand, logo and marketing materials throughout the tenure. On selected cases and with some internal arrangements, we may allow selected Affiliates to use our brand for the same purpose provided they meet some underlying terms and conditions (*Please contact us if you require more information on this subject*).
- 3.4 Represent AfriChoice Tours & Travel LTD at official tourist orientated workshops, functions, seminars, and trade shows in key existing and new market areas within its portfolio.
- 3.5 Maintain regular contact with all sources of travel and leisure business including but not limited to local travel agents, travel planners, airlines, cruise lines, incentive houses, tourist establishments, learning institutions, government institutions, sports associations, blue-chip companies, religious organizations and media houses concerned with tourism to Africa in their country for the purposes of maintaining business and looking for new business leads.
- 3.6 Action and implement a programme of sales calls, email campaigns and promotions to retail agencies and negotiate contracts where appropriate (Example - with international airlines).
- 3.7 Prepare and implement agreed media advertising campaigns from time to time at their own cost unless otherwise agreed with AfriChoice Tours and Travel LTD.
- 3.8 Organize direct mailings and promotions both digital and traditional without contravening the international standards when doing so.
- 3.9 Store and distribute all promotional materials from AfriChoice Tours & Travel LTD whether customized or otherwise when provided or when customized and produced locally and specifically for The Affiliate.
- 3.10 Promote and execute the occasional overseas educational tours and familiarization trips to Africa to give a first-hand product experience to the 3<sup>rd</sup> party resellers, travel agents and travel planners selling Africa.
- 3.11 Provide activities reports to AfriChoice Tours & Travel LTD; showing their monthly progress in marketing efforts and conversions.

### 4. SERVICES TO BE OFFERED BY AFRICHOICE TOURS & TRAVEL LTD – THE D.M.C.

- 4.1 AfriChoice Tours & Travel LTD undertakes to provide The Affiliate with the best possible prices for all travel services including but not limited to accommodation, transportation and other Africa travel support services in a prompt, detailed and accurate manner. The services service prices provided will either be gross (commissionable) or net (non-commissionable) in accordance to the underlying pricing agreement.
- 4.2 Provide The Affiliate regularly with any price changes, new products and keep The Affiliate informed of the current activities at the various destinations, new developments and trends in travel and tourism.

4.3 Inform The Affiliate of availability or non-availability of the services requested. In this regard, AfriChoice Tours and Travel LTD is obliged to update The Affiliate on the status of bookings whether confirmed, waitlisted or cancelled by the supplier as well as the options available in case on the later two scenarios.

4.4 Provide The Affiliate with all current publicity and promotion activities by AfriChoice Tours & Travel LTD in the existing and emerging markets and the steps being taken to expand overall business.

4.5 On Selected cases and at AfriChoice Tours & Travel LTD's sole discretion, provide additional support in the marketing of new products by way of the following activities:

- 4.5.1 Assist in setting up advertising campaigns at any local events as recommended by The Affiliate.
- 4.5.2 Assist in trade shows participation (cost of booths & participation fees)
- 4.5.3 Assist in media related promotional activities.

### 5. TERMS OF PAYMENTS & SETTLEMENTS

The Affiliate and AfriChoice Tours & Travel LTD agree that all payments for all services are to be governed by our Standard Booking Terms and Conditions detailed on our website, [www.africhoice.com/terms-and-conditions.html](http://www.africhoice.com/terms-and-conditions.html)

### 6. CONTRACTUAL RELATIONSHIP

- 6.1. The Affiliate acknowledges and agrees that the relationship intended by this agreement is that of an independent contractor, not of employee and therefore the affiliate should not expect monthly remuneration or wages from AfriChoice Tours & Travel LTD at any given time.
- 6.2 The authority of The Affiliate as representative is strictly limited to obtaining bookings for and representing AfriChoice Tours & Travel LTD's business interests by selling the latter's Africa travel products and services.
- 6.3 The Affiliate has no authority to contract 3rd parties on behalf of AfriChoice Tours & Travel LTD or bind AfriChoice Tours & Travel LTD in any manner whatsoever.
- 6.4 The Affiliate agrees to indemnify and hold AfriChoice Tours & Travel LTD harmless from and against all claims, damages and suits arising out of acts or omissions by The Affiliate, its employees or agents.
- 6.5 The Affiliate shall be responsible for the payment of their local government taxes arising out of its activities.

### 7. OTHER RESPONSIBILITIES

- 7.1 The Affiliate agrees that it shall not, without the written consent of AfriChoice Tours & Travel LTD, during the period of this agreement, or any extensions thereof, represent any company or person carrying out similar business in East and Southern Africa and in the regions specified in (3 above) of this agreement in direct competition to AfriChoice Tours & Travel LTD.
- 7.2 AfriChoice Tours & Travel LTD agrees that it shall not, without the written consent of The Affiliate, during the period of this agreement, or any extensions thereof, have a competing or parallel representation in The Affiliate's designated area / country / state in the form of any company or person carrying on business of selling East and Southern Africa and in the regions specified in (3) of this agreement through AfriChoice Tours & Travel LTD. In the case of any New Agents approaching AfriChoice! Tours & Travel LTD directly, all efforts should be made to refer such enquiries to the first Affiliate who has an active representative status in the chosen country. All correspondences and bookings shall be done through the offices and contacts of The First Affiliate.
- 7.3 The Affiliate agrees that other companies or persons carrying on same business of selling Africa Travel from the same country may be represented by AfriChoice Tours & Travel LTD provided they are not in direct competition with The Affiliate. Any such appointment undertaken by AfriChoice Tours & Travel LTD is subject to The Affiliate's prior approval, which shall not be unreasonably withheld especially if the Second Affiliate has a business ability or capacity that is not available from the first Affiliate. In this case, a thorough consultation will be done before embarking on such a project to explore ways of involving the First Affiliate.

### 8. GENERAL SERVICE TERMS / CAVEAT EMPTOR

- 8.1 The Affiliate hereby agrees and undertakes not to at anytime after entering into this agreement divulge any confidential business information relating to AfriChoice Tours & Travel LTD's affairs and pricing structures, or its method of carrying on business during or after the termination of the cooperation tenure.
- 8.2 This agreement, in addition to the standard booking terms and conditions constitutes the entire agreement between the parties and no variation hereof shall be valid unless done in writing and signed by both parties.
- 8.3 This agreement may be terminated by either party subject to a 3 months prior notice being given in writing provided all owing accounts are settled prior to termination.
- 8.4 On termination of this agreement The Affiliate and AfriChoice Tours & Travel LTD shall ensure all financial accounts and obligations are cleared and any outstanding balances from either party settled prior to acknowledging and signing termination letter.
- 8.5 For purpose of all notices given in terms of this agreement and for the services of any legal action arising out of this agreement, the parties choose the respective addresses given above as their respective domiciliary addressed citandi et executandi.
- 8.6 Without prejudice to any other remedies that AfriChoice Tours & Travel LTD may have against The Affiliate AfriChoice Tours & Travel LTD shall have the right to terminate the agreement forthwith in the event of The Affiliate committing a breach of any of the terms and conditions of this agreement and failing to rectify such breach within 14 (fourteen) days of dispatch of written notice.
- 8.7 This agreement shall be deemed to have been made in the Republic of Kenya and the construction, validity and performance of this agreement shall be governed in all respect by the law of the Republic of Kenya and that of republic of the represented country.
- 8.8 This agreement supersedes and renders all previous agreements null and void.

### For further information, please write to;

AFRICHoice TOURS & TRAVEL LIMITED | THE GREENHOUSE | Ngong Road | P. O. Box 4293-00200, [City Square], Nairobi - KENYA | TEL: +254.20.264.1600 | Mobile: +254.722.705.175 | EMAIL: [sales@africhoice.com](mailto:sales@africhoice.com) | Website: [www.africhoice.com](http://www.africhoice.com)

Interested in doing business in Africa? Here is your life-time opportunity...



# Investor Opportunity

## Doing Business in Africa

Africa is fast-growing and there are limitless business opportunities available especially in the fields of travel, tourism and hospitality. We at AfriChoice we are willing to assist anyone interested in investing in Africa by helping them identify the opportunities to invest within or outside our company. Specific investment details including investor relation documentation are available upon request.

As a company, the areas of investment in which we are interested include but not limited to;

- (a) Ground Transportation – Safari Vehicles, Vans and Buses
- (b) Air Transportation – Light Aircraft / Hot Air Balloons
- (c) Accommodation – Hotels / Safari Lodges / Safari Camps
- (d) Information Technology – Booking Apps & Online Systems
- (e) Catering and Hospitality Ancillary Services

For further information and guidance on any of the above topics, kindly feel free to **contact us**.

## “INVESTORS WANTED”

### OWN A PIECE OF THE PIE IN AFRICHOICE

One of the reason behind our success is that we are not averse to exploit the unexplored avenues. As a forward-looking Destination Management Company, AfriChoice is looking for ways to expand its core business. Forging strategic partnership with diverse businesses, from travel related businesses to non-travel related businesses is what we are mostly interested in.

We are also interested in direct capital investment. With a minimum investment of only **USD 100,000** (One Hundred Thousand Dollars only), you can now **own\*** a piece of the pie, have a say in AfriChoice management affairs and start enjoying immediate dividends.

This is a limited chance that gives you an opportunity to make your cake and eat it too! Your investment goes towards expansion of the company as well as strengthening our capital base. We are open to new and potentially profit-generating ideas emanating from tourism or non-tourism related fields. Feel free to **contact us** with your idea today!

\*Terms and Conditions Apply.

## Corporate Social Responsibility & Enterprising

At AfriChoice, we are committed to ensuring responsible business practices into all our activities, not just with words and statements, but also with action and deeds. With our Corporate Social Responsibility (CSR) commitment, we aim to positively impact the workplace, the marketplace, the environment and the community. Acting responsibly is part of AfriChoice's DNA, and integrated into our overall purpose, values, business strategy and processes. We constantly strive to make a positive difference in the societies we are part of. This is integrated into our purpose, values and business strategy. We are committed to respecting and supporting the local communities and/or individuals potentially affected by our operations. This is achieved either through direct material or financial support programs to their communal micro-enterprises in an effort to make them sustainable. *Please visit our website 'under CSR' for more insights.*



## CSR & Community Enterprising

**FACT:** 10% of our post-tax profit goes to local social projects

Write To Us For Further Details:

**THE MANAGING DIRECTOR**  
**AfriChoice Tours & Travel Limited,**  
 The GREENHOUSE Office Suites, Ngong Road  
 P. O. Box 4293-00200  
 CITY-SQUARE  
 Nairobi – KENYA

**You can also reach us via email at;**  
 africhoice@africhoice.com



@africhoice



- contact us -



**AFRICHoice TOURS & TRAVEL LTD**

THE GREENHOUSE Office Suites, Ngong Road, Nairobi, KENYA

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