


# SENIOR SAFARI DESIGNER

# DESTINATION MANAGEMENT COMPANY (DMC)

**1. JOB PURPOSE**

The Senior Travel Designer will be responsible for designing, costing, contracting, and coordinating high-quality tailor-made travel experiences for international and local clients, ensuring that all itineraries are commercially viable, operationally feasible, and aligned with the company's destination expertise and service standards.

The role requires a strong understanding of **Destination Management Company (DMC) operations**, with particular emphasis on **Tourplan** for itinerary creation, costing, quotation, reservations, product loading, and operational management.

## 2. KEY RESPONSIBILITIES

### A. Travel Design & Itinerary Development

- Design innovative, tailor-made itineraries for FITs (free independent travelers), groups, special interest groups, luxury travellers, families, corporate clients, and other travel segments.
- Develop itineraries based on client briefs, destination requirements, budget, travel dates, interests, and preferred experiences.
- Combine accommodation, transportation, activities, excursions, guides, meals, and other travel services into seamless itineraries.
- Demonstrate strong destination knowledge of Kenya, **East Africa, Southern Africa, and other relevant African destinations.**
- Recommend appropriate properties, experiences, activities, and destinations based on client requirements.
- Create compelling and commercially attractive travel proposals that communicate the value of the proposed experience.
- Ensure itineraries are realistic in terms of driving times, flight schedules, activity timings, seasonality, and operational logistics.
- Continuously research new destinations, properties, experiences, suppliers, and tourism trends.

### B. Costing & Commercial Management

- Prepare accurate and competitive quotations while protecting agreed company margins.
- Conduct detailed costing of accommodation, transport, activities, flights, meals, guides, park fees, and other travel components.
- Apply appropriate mark-ups and margins according to company commercial guidelines.
- Review supplier rates and identify opportunities for improved margins and cost efficiencies.
- Compare supplier options and negotiate where appropriate to achieve commercially viable packages.
- Ensure quotations are issued within agreed turnaround times.
- Monitor quotation conversion and provide feedback on pricing and market competitiveness.
- Support the Commercial/Sales team with pricing strategies and destination/product recommendations.

### C. Client & B2B Partner Management

- Understand and interpret client briefs accurately and translate them into commercially viable travel experiences.
- Respond to client and overseas-agent enquiries professionally and within agreed service-level timelines.
- Maintain strong relationships with international tour operators, travel agents, wholesalers, and other B2B partners.
- Handle amendments, special requests, last-minute changes, and complex itinerary requirements.
- Provide knowledgeable destination advice to clients and trade partners.
- Communicate clearly and professionally with clients, suppliers, guides, transport providers, lodges, hotels, and internal teams.
- Ensure client expectations are clearly understood and accurately communicated to operations.

**D. Product Knowledge & Contracting Support**

- Maintain an in-depth understanding of the company's destination portfolio and product offering.
- Monitor changes in hotel rates, room categories, meal plans, inclusions, exclusions, and special offers.
- Work closely with the Contracting/Product team to identify gaps in the product portfolio.
- Provide feedback on supplier performance, pricing, availability, and guest experience.
- Recommend new hotels, camps, lodges, activities, excursions, and experiences for consideration.
- Participate in property inspections, product familiarization trips, destination research, and supplier meetings.
- Ensure product information used in proposals and Tourplan is accurate and current.

**E. Operations & Service Delivery**

- Ensure all confirmed itineraries are operationally feasible before confirmation.
- Coordinate closely with the Operations team during the handover of confirmed bookings.
- Ensure special requests, dietary requirements, mobility requirements, celebrations, and other guest preferences are clearly communicated.
- Assist with resolving operational challenges and client amendments where required.
- Monitor service delivery and escalate supplier or operational issues promptly.
- Review post-travel feedback and identify opportunities for improvement.

**3. KEY PERFORMANCE INDICATORS (KPIs)**

The Senior Travel Designer will be assessed against, among others:

**Commercial Performance**

- Quotation-to-booking conversion rate.
- Gross margin achieved per booking.
- Accuracy of costing and pricing.
- Revenue generated from assigned enquiries/accounts.
- Reduction in pricing and costing errors.

**Tourplan & Data Accuracy**

- Accuracy and completeness of Tourplan quotations and bookings.
- Correct loading and application of rates, supplements, commissions, and margins.
- Timely updating of product and supplier information.
- Reduction in Tourplan-related errors and discrepancies.

**Customer Service**

- Response time to client enquiries.
- Client satisfaction and feedback.
- Accuracy in interpreting client briefs.
- Effective handling of amendments and special requests.

**Operational Excellence**

- Accuracy of confirmed itineraries.
- Smooth handover of bookings to Operations.
- Reduction in booking errors and service failures.
- Timely resolution of operational issues.

**Product Development**

- Number and quality of new product/experience recommendations.
- Quality of destination knowledge.
- Contribution to improving the company's product portfolio.
- Identification of commercially viable new suppliers and experiences.

## 4. QUALIFICATIONS & EXPERIENCE

**Minimum Requirements**

- Bachelor's degree or Diploma in **Travel & Tourism, Hospitality Management, Tourism Management, Business Administration**, or a related field.
- Minimum **5 years' relevant experience** in a DMC, tour operator, travel agency, or similar tourism environment.
- **Strong hands-on experience with Tourplan is mandatory.**
- Demonstrated experience designing and costing complex FIT and group itineraries.
- Strong knowledge of Kenya, East and Southern African tourism products and destinations.
- Experience working with international B2B clients, tour operators, wholesalers, or travel agents.
- Strong commercial and costing skills.
- Excellent written and verbal English communication skills.

**Key Competences**

- Experience handling luxury travel and high-value FITs.
- Experience with **East African destinations including Kenya, Tanzania, Uganda, Rwanda, and/or Zanzibar and the Southern Africa region**
- Experience with international source markets such as Europe, UK, USA, Australia, and other long-haul markets.
- Highly experienced with Tourplan.
- Experience with contracting, product loading, or supplier rate management.
- Familiarity with other travel technology platforms and reservation systems.

**Please send your CV along with a cover letter to:**

**careers@karenblixengroup.com**

**We look forward to reviewing your application.**