



Want to start your journey?

Then join our community!



“Our mission is to share our love for safaris and first-hand experiences by connecting travellers and lodges through a niche marketing and advertising platform that supports conservation. We hope you enjoy our South Africa safari lodge guide and find your place in the wild.”

What's included in my listing?

Free to list. You only pay for enquiries we've already vetted.

Your Listing — Always Free

No annual fee, no subscription, no catch. Your listing stays free for as long as you're with Safari Search — you only ever pay once we're actually sending you enquiries.

- Dedicated 1-page property listing
- Professionally written original content
- SEO and AI optimised listing page
- Image gallery, videos, FAQs
- Google Maps location pin
- Direct online enquiry form
- Conservation or sustainability highlights
- Button linked to your website, with click tracking and listing analytics

How It Works

1. **Guest enquires** — A potential guest finds your listing and submits an enquiry through your online enquiry form.
2. **We vet it** — Our team at Safari Search reviews every enquiry — checking contact details and trip intent, and filtering out bots and spam. We're also stats driven, and can send you analytics reports at any stage.
3. **We forward it** — Once an enquiry passes our strict manual and AI vetting process, we forward it straight to your team within minutes. This is the point it becomes a qualified lead.
4. **You're billed monthly** — At the end of each month, you receive one invoice covering every qualified lead forwarded to you that month.

Pay Only for Qualified Enquiries — R400

Once you're getting enquiries, you pay a flat R400 per qualified enquiry submitted through your listing. Nothing upfront, nothing for a listing that isn't earning its keep, and nothing for a lead that isn't real.

- You're billed only when a genuine traveller submits an enquiry through your listing
- Invoiced monthly, cancel anytime
- We don't bill you for junk leads — every enquiry is checked before it reaches you or your invoice

How R400 Compares to Google & Meta

Google and Meta charge you for the click or the form-fill — full stop. There's no check on whether the person behind it was ever going to book a safari. Safari Search only charges for enquiries that have already been vetted as real.

Source	Typical Cost Per Lead	Is It Vetted Before You Pay?
Google Ads (travel)	≈ R1,000 – R1,880	No — billed per click, regardless of quality
Meta Ads (travel)	≈ R1,000+	No — billed per lead form, regardless of quality
Safari Search	R400	Yes — screened and verified before you're billed

That's roughly a third to a fifth of what you'd pay per lead on Google or Meta — for a lead that's already been checked, not a raw click you have to filter yourself.

How We Vet Every Lead Before You Pay

- Real, verified contact details — a working email and phone number, not a throwaway address
- Genuine trip details — travel dates, party size, and interest specific to your property, not a generic one-liner
- Bot and spam filtering before it ever reaches your inbox
- Manual review by our team — every enquiry is checked by a person, not just a script, before it's billed
- If a lead doesn't pass this check, you are not charged for it

Billing & Transparency

- One invoice at the end of each month, itemising every qualified lead you were sent — you can see exactly what you're paying for
- Payment due within 7 days of invoice
- Think a lead shouldn't count? Flag it within the billing period and we'll review it — you're never charged for a lead we haven't confirmed was properly vetted
- No lock-in contract — you can pause or leave the pay-per-enquiry programme at any time. We are open to discussing alternate payment methods.

Our Commitment to Conservation

Giving back to conservation has always been part of Safari Search — that hasn't changed with the move to pay-per-enquiry. For every qualified lead fee we collect, 10% (**R40 of the R400**) goes straight into our conservation fund. The more properties we advertise, the more enquiries we generate, and the more we're able to give.

We carefully select the conservation initiatives we support, based on our own research and firsthand experience. We welcome nominations and suggestions from our lodges, but the final choice of initiative remains ours. Donations are paid out quarterly, and only from revenue we've actually collected.

If you run your own on-site conservation project, or support a charity or initiative close to your heart, we'd love to hear about it. Lodges with their own on-site conservation project also receive a complimentary blog post highlighting their work.

No annual fee. No charge for junk leads. R400 per qualified enquiry, fully vetted.

Our Expertise

Safari Search is built on more than 20 years across digital marketing, travel, and the safari industry itself — spent travelling extensively through Southern Africa and getting to know safari properties across a wide range of destinations and ecosystems, and working across digital marketing, PR, media, and product development within the industry.

What ties it together is a genuine love of wildlife, travel, and conservation. We've combined that industry experience with expertise in SEO, AI, and social media to build something purpose-made for South African safari lodges — not a generic platform stretched to fit.

Terms & Conditions

Lodge Terms & Conditions

By listing your property with Safari Search, you agree to the following terms.

- There is no charge for your listing, its design, content, or social promotion. Your only cost is the R400 fee for each qualified enquiry sent to you, billed monthly. This fee is non-refundable once an enquiry has been confirmed as qualified.
- Two free changes to your listing are allowed each calendar year. Corrections of our own errors are always free and don't count toward this limit.
- For now, we only charge for qualified enquiries. In future we may consider combining this with third-party booking systems, such as Nightsbridge — if that changes, we'll inform you in advance. Either way, bookings will always go directly to you; we remain firm on this.
- A portion of every qualified enquiry fee — 10% (R40 of the R400) — is donated to conservation on an annual basis, in line with our conservation policy above.
- We may review our qualified enquiry fee from time to time. Any change will be communicated in advance and will not apply retroactively to enquiries already invoiced.
- All listings follow the same template and layout. We may make exceptions or incorporate suggestions at our discretion, provided they fit within our brand and template design.
- By listing on our platform, you acknowledge that Safari Search operates as an advertising and lead-generation service. Qualified enquiries submitted through your listing are the basis on which you are billed, and generating genuine traveller interest in your property is our core focus.
- If you run your own on-site safari conservation or community programme, you'll receive a complimentary 1,000-word blog post.
- We reserve the right to remove your listing if we receive excessive negative feedback.
- No lodge receives preferential treatment over another.
- If you manage a portfolio of properties, we're open to discussing bulk pricing on your qualified enquiry fees.

- We do not get involved in the booking process. Any problems or questions must be resolved directly between you and the guest.
- All properties must be situated in or near a safari hotspot or marine reserve (including ocean safaris). Properties must be reputable, safe, and of a high standard.
- We will not misrepresent your property's location to make it appear more marketable.

Guest Terms & Conditions

We do not handle bookings or participate in any part of the booking or enquiry process. That said, we're committed to protecting guests by listing only reputable properties, and we reserve the right to remove any property that fails to meet our standards. While guest protection is a priority, please understand that Safari Search operates solely as an online advertising platform.

What we don't do:

- We don't take bookings or handle enquiries directly, though we may take initial details and assist from time to time. You'll deal directly with the property owner, their reservations team, or the on-the-ground lodge team.
- We don't supply quotes and won't respond to booking or reservation enquiries on a property's behalf.
- We take no responsibility for any issues that arise during the booking process or at the lodge. However, if a pattern of complaints emerges about a property, we will consider removing it from our platform.
- We cannot be held responsible for any loss or theft you or any third party may suffer as a result of a listed property failing to meet its advertised standards.
- We do not conduct site inspections of every property listed on our platform.
- We reserve the right to remove a listing if we receive an excessive number of complaints.

Safari Packages Terms & Conditions

We work closely with a trusted partner to bring you curated safari packages — itineraries built by experts and listed on our website.

- When you enquire about a package, your enquiry goes to both our team and our partner.
- The booking process and any handling fees are conducted directly between you and our partner.
- During your trip, your point of contact is our partner.
- Safari Search is an advertising platform — we simply promote these itineraries on our partner's behalf.
- Our partners are highly rated, offer a personalised service, and are experts in their field.
- Partners do not pay to list their itineraries; we take a small percentage of confirmed bookings instead.

Conservation Policy

We carefully select the conservation initiatives we support, based on our own research and firsthand experience. We welcome nominations and suggestions from our lodges, but the final choice of initiative remains ours.

- 10% of every qualified enquiry fee (R40 of the R400) is donated to conservation.
- Donations are paid out annually, and only from revenue we've actually collected.
- The more properties we advertise, the more qualified enquiries we generate — and the more we're able to give.
- If you run your own charity or conservation initiative, we'd love to hear about it. Lodges with an on-site conservation project receive a complimentary blog post.

Date:

Property Name:

Signature: