05 / 02

What we need from you.

Everything we need you to confirm, decide or send before the new site goes live, grouped by who is best placed to answer.

13 CHAPTERS · ABOUT 45 MIN · THE QUESTIONS BEFORE LAUNCH, FOR SCENIC AIR SAFARIS, BY WRK ETC.

In short. 142 questions, 65 of them needed for launch. Most are a tick: the site already says something and we need to know it's right.

1.0	How to answer
2.0	Decisions
3.0	Safety & approvals
4.0	Company & ownership
5.0	Flying green
6.0	Fleet
7.0	Flying safaris
8.0	Charter, shared seats, membership, JetConnect & scenic flights
9.0	Where we fly
10.0	Our crew
11.0	Contacts & trade
12.0	Press & reviews
13.0	Photos, files & legal texts

Three ways to answer.

142 questions in 12 sections; 65 of them we need before launch, the rest can follow. Where the new site already says something, it's shown as “On the site now”: mostly you only need to confirm it.

01

Online

RECOMMENDED

Open the form. Answers save as you type, several people can answer their own sections, and each answer shows who gave it and when. Photos, certificates and documents can be uploaded there.

02

On paper

This document prints with room to write under every question. Scan or photograph the pages and send them to hi@wrk.inc.

03

On a call

Some answers are quicker to talk through. Tell us who to call about which section and we'll fill the form in with you.

Decisions.

A few choices only you can make. Most take a minute, and several of them decide what we set up in the first week.

DECISIONS

01

Which look should the site launch with?

Needed for launch · Torben Rune / Simon Penfold

> WHERE IT STANDS
> The preview opens in the warm "Aerodynamics" look: sand-coloured paper, charcoal, Scenic gold, and a serif display type with italics. A lighter alternative is built in: add ?skin=daylight to any address on the preview to see it.

Both are finished; switching later is one setting, not a rebuild.

☐ Aerodynamics, as the preview opens ☐ The lighter alternative (?skin=daylight) ☐ Let's talk it through on a call

02

Should the site keep using your current logo?

Needed for launch · Torben Rune

> WHERE IT STANDS
> The site uses your own wordmark, taken as a vector file from your current site (gold and charcoal). The gold is the exact colour in that file.

☐ Yes, as it is ☐ We have newer logo files (we'll send them) ☐ Something else (please note)

03

Have you read every page on the preview and marked what needs changing?

Needed for launch · Torben Rune / Simon Penfold

> WHERE IT STANDS
> 33 pages at scenic.by.wrketc.app, plus 29 airstrip pages built from one pattern (reading four or five of those is enough). Please mark corrections page by page, or tell us who will.

Nothing goes on scenicairsafaris.com until you have signed off every page.

04

Where should each kind of enquiry go?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Every form and email link currently goes to sales@scenicairsafaris.com:
> Plan a safari (the step-by-step planning form, and the "Plan a safari" button on every page)
> Private charter form
> Shared seats (if the enquiry stays on this site; the page also links to booking on scenic-wilderness.com, and shows sales@scenic-wilderness.com)
> Membership form (Execufly Africa)
> JetConnect form
> Scenic flights (enquiries go through the charter and planning forms)
> Contact form (About: a safari, a charter, shared seats, membership, JetConnect, I'm a travel agent, press, something else)
> "Ask our concierge" email link (subject "Concierge")
> Trade enquiries on Resources (named contact: Simon Penfold)

The forms send nothing until each one is connected to the right inbox and tested. Separate addresses (for example trade@, jetconnect@ or Execufly's own) are possible if you want them.

05

Should enquiries arrive as email, or in a system you already use?

Needed for launch · Simon Penfold

If your sales team works from a CRM or booking system, requests can land there directly.

☐ Email to the inboxes above ☐ Our CRM or booking system (please name it) ☐ Not sure, please advise

06

Who at Scenic should own the website accounts?

Needed for launch · Torben Rune

> WHERE IT STANDS
> Three accounts transfer to Scenic at launch: the content system (Sanity), the hosting (Vercel) and the domain. Each needs an owner with a company email address.

The site, its content and its domain stay yours if anything changes on our side.

07

Who holds the logins for your current website, its hosting and the domain registrar?

Needed for launch · Torben Rune

> WHERE IT STANDS
> Your current site runs on WordPress on a Plesk server. Please give us the name and contact of whoever holds each login (WordPress, the Plesk hosting, and the registrar for scenicairsafaris.com), not the passwords. We'll arrange access with them directly.

Going live is one DNS change at the registrar. The old site stays up until you close it, and your itinerary PDFs keep their addresses until the new ones replace them.

08

May we use Scenic as a case study?

Needed for launch · Torben Rune

> WHERE IT STANDS
> What we'd ask:
> 1. We may name Scenic Air Safaris and show the site in our portfolio
> 2. A small "Site by WRK Etc." line in the footer
> 3. A short quote from you after launch
> 4. The three-month numbers (speed, enquiries received)
> Nothing is published about Scenic without your sign-off.

☐ Yes, all four ☐ Yes, with conditions (please note them) ☐ Let's discuss

09

Who can read each language for a native review before launch?

Needed for launch · Simon Penfold

> ON THE SITE NOW
> The site is in English, plus German, French, Italian and Kiswahili. We made the four translations with machine assistance and checked them, but no native speaker has read them yet. A reviewer reads the English and the translation side by side on a review page, and flags anything with a note; it needs no technical skill.
> German:
> French:
> Italian:
> Kiswahili:

Someone at Scenic, or at one of your agents or partners in each market, will catch what we can't: tone, safari words, and how a guest from that country would say it. Please give a name and email for each.

☐ Correct ☐ Needs a change ☐ Don't know

10

Should all four languages launch with the site, or some later?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> All five languages are built, with a switcher in the header and footer. A language that hasn't had its native review can stay switched off until it has.

A translation nobody has checked can read worse than English for a guest choosing a safari.

☐ All four at launch ☐ Only those that have had a native review; the rest follow

☐ English only at launch; the languages later ☐ Let's discuss

11

Should the safari names be translated, or stay in English in every language?

Soon after · Simon Penfold

> WHERE IT STANDS
> Brand and place names stay as written in every language: Scenic Air Safaris, Scenic Wilderness, Execufly Africa, JetConnect, Wing2Wing, VIP Fastrack, Oasis, Fly the Dream, and every camp, lodge and airstrip.

Your agents in Germany, France and Italy may sell the safaris under their English names; we'll follow what they do.

☐ Keep the eight safari names in English ☐ Translate them ☐ Ask our agents in each market

12

Will the cost calculator ever have rates behind it?

Soon after · Torben Rune / Simon Penfold

> WHERE IT STANDS
> Not built. Your current site has shown it as "Coming Soon". Private charter asks for the route instead, and explains how the price is built; the old calculator address goes to that form.

A calculator that quotes a different figure from your sales team does more harm than a form. It can come back when there are rates you're happy to publish.

☐ Yes, we'll supply rates (please say when) ☐ No, leave it off ☐ Let's discuss

13

Should Execufly Africa and Scenic Wilderness keep their own websites?

Soon after · Torben Rune

> WHERE IT STANDS
> The new site gives each its own page (Membership and Shared seats), with the facts from those sites, and links out to book. If either folds in, its page here becomes its home and the old address can point to it.

☐ Both stay separate ☐ Fold Execufly in ☐ Fold Scenic Wilderness in ☐ Fold both in ☐ Let's discuss

14

Who on your team will edit the site?

Soon after · Torben Rune

> WHERE IT STANDS
> Each editor gets their own login and joins the two training sessions (prices and seasons, the scenic-flight rates, the crew, the Journal).

Prices, fares and pilots' hours are each written once, so one change updates every page that shows them.

15

Are the FAQ answers right?

Soon after · Simon Penfold

> ON THE SITE NOW
> Your own FAQ, lightly edited, in three groups: Flying, Planning, On safari. Changes: Skype is out of "How do I book?"; the capacity answer reads "a maximum of 10 in the Grand Caravan and 4 in the Cessna 206"; luggage is "15 kg in a soft bag" on a flying safari. The safety answer and the migration answer are separate questions (Safety & approvals, Flying safaris).

☐ Correct ☐ Needs a change ☐ Don't know

16

Anything in the headlines and smaller lines you'd change?

When you can · Simon Penfold

> WHERE IT STANDS
> Headlines such as "The flight is part of the safari.", "Eight ways across Africa.", "Take the long way round.", "A seat, not the whole plane.", "The flying life, by the hour.", "It started with one Caravan and a long way home." The preloader uses your own line, "Imagine your destination, and we'll get you there." The tagline painted on the Caravans' noses appears once, as the footer's closing line. "Fly the Dream" is kept once, on The Dream.

17

Do you want a newsletter sign-up?

When you can · Simon Penfold

> WHERE IT STANDS
> No sign-up is shown. The "Subscribe" link in your current footer doesn't lead to a form.

☐ Yes, we use a provider already (please name it) ☐ Yes, please set one up for us ☐ No newsletter for now

Safety & approvals.

How we fly describes practice: who flies, how loads are planned, how every aircraft is followed and who maintains it. These are the answers agents and corporate travel managers look for, so please write them exactly as they may be published.

SAFETY & APPROVALS

01

What, if anything, would you like the site to say about Scenic's safety record?

Needed for launch · Torben Rune / Murtaza Walijee

> WHERE IT STANDS
> No record claim appears on the site: not "impeccable", not "12 years", not "since 2009". How we fly describes practice instead: the pilots, the load, the aircraft, maintenance and flight following.

A record line is the sentence readers check hardest. If you'd like one, it appears once, dated and signed off, in a single field that can be changed across the site in minutes.

☐ Nothing, as now ☐ A wording we'll send you (please write it exactly) ☐ Let's discuss

02

If a guest or agent asks about 5Y-SXI (June 2025), what should the answer be?

Needed for launch · Torben Rune / Murtaza Walijee

> WHERE IT STANDS
> We can draft a short factual answer for you to approve; it would be held ready, not published.

So that whoever answers the phone or an agent's email gives the same short answer, in words you have approved.

☐ Yes, please draft one for us to approve ☐ We'll write it ourselves (please add it here) ☐ Let's discuss

03

Is 5Y-SXI back in service?

Needed for launch · Torben Rune / Murtaza Walijee

> WHERE IT STANDS
> 5Y-SXI is left off the registrations list, and out of every photo where its registration can be read, until you say.

☐ Yes, it's flying: list it and use its photos ☐ Not yet (please tell us when it's expected) ☐ It won't return to the fleet

☐ Let's discuss

04

Who holds the air operator certificate, and what is its number?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> How we fly: "We're a Kenyan air operator, licensed by the Kenya Civil Aviation Authority." The approvals table leaves the number blank. A business-aviation directory lists AOC 232 under your name.

It's the first thing an agent's or a company's due-diligence check looks for.

05

Which aircraft fly on Scenic's certificate, and which through partners?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> Your site and photos show these. For each, please say: on our AOC (owned, leased or managed), or a partner's (whose).
> Grand Caravans (EX and standard) and the Cessna 206s
> Pilatus PC-12 NG 5Y-TDL (white with blue and gold lines, not in Scenic colours)
> Beechcraft King Air 250 5Y-HYS (blue and white)
> The private jets (Challenger or Global, Citation Sovereign, Excel, Bravo)
> The helicopter 5Y-HLI (in your concierge photo)

The site only calls an aircraft "ours" if it flies on your certificate; everything else is described as "through partners".

06

Who maintains the fleet, where, and under which approval?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> How we fly has a "Maintenance" paragraph with nothing in it yet. The site says Hangar One at Vipingo is your hangar; it doesn't say who works on the aircraft.

It is the biggest gap on How we fly, and the paragraph a careful reader looks for. Please give the maintenance organisation, its KCAA approval number and the programme it follows.

07

Is the licence line right?

Soon after · Murtaza Walijee

> ON THE SITE NOW
> Approvals table: "KCAA air service licence; variation granted, gazette notice 27 May 2025" (from the KCAA list of licensed operators).

☐ Correct ☐ Needs a change ☐ Don't know

08

What standard are your pilots trained and checked to?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> How we fly: "Our Chief Pilot, Capt. Murtaza Walijee, has 9,600 hours in East and southern Africa and is a Kenya Civil Aviation Authority instrument examiner ... A second pilot can fly with you on any Caravan or PC-12 flight on request." Your current line, "trained and constantly reviewed to the highest international air safety standards", needs a named standard before we can use it. Please give:
> Minimum total hours before a pilot flies guests
> Minimum hours on type
> Recurrent training and checks (how often; simulator or aircraft)
> The standard or programme they follow
> Whether a second pilot is available on the standard Caravans too

Agents and corporate travel managers ask for numbers here, not adjectives.

09

Is the flight-following paragraph right, and is it staffed around the clock?

Needed for launch · Jeni Stow

> WHERE IT STANDS
> "Every aircraft carries satellite tracking, so our operations team sees where it is in real time and can reach the pilot. Flight operations are run by Jeni Stow, who has 28 years of it, much of it on humanitarian relief."

If the desk is staffed 24 hours, and from where, the page can say so.

10

Are you happy with the answer to "Is flying in small aircraft safe?"

Needed for launch · Torben Rune / Murtaza Walijee

> ON THE SITE NOW
> "Flying with a licensed operator that maintains its aircraft properly and uses experienced bush pilots is a safe way to travel in Africa. Ask us anything about how we fly, and we'll answer it." Your FAQ's "Extremely safe, provided you choose an air operator who ..." is kept in substance, in plainer words.

☐ Correct ☐ Needs a change ☐ Don't know

11

May we add a line on who decides about weather and load?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> Proposed: "The pilot has the final say on weather and load, and we'll rearrange the day rather than push it." The page already says scenic flights are weather dependent and shared-seat times are confirmed 24 hours ahead.

☐ Yes, as written ☐ Yes, with changes (please note) ☐ No

12

Has Scenic had an independent safety audit?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> None is mentioned on the site. The approvals table has a row ready (for example IS-BAO, BARS, ARGUS, Wyvern, or a corporate client's own audit); it stays hidden without a name and a date.

13

What insurance limits and underwriters may we publish?

Soon after · Torben Rune / Finance

> WHERE IT STANDS
> Approvals table: "Insurance" left blank. Nothing is shown without a figure.

14

Who should questions about how you fly go to?

Soon after · Murtaza Walijee / Jeni Stow

> WHERE IT STANDS
> How we fly ends: "Ask the operations team. · sales@scenicairsafaris.com · +254 701 068 225 (24 h)".

A named person or an operations address answers an agent's due-diligence questions faster than the sales inbox.

15

Which documents may we publish, or send on request?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> None is published. Candidates: the AOC, the air service licence, the insurance certificate, membership certificates (KATO, ATTA, KAAO). Anything you don't upload stays "on request".

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

Company & ownership.

Names, dates and memberships. Your sites have told parts of the story differently over the years, so we've kept to what they share until you tell us more.

COMPANY & OWNERSHIP

01

What is the registered company name?

Needed for launch · Torben Rune

> WHERE IT STANDS
> Footer: "© 2026 Scenic Air Safaris Limited". The KCAA list of licensed operators (May 2025) has "Scenic Air Safaris Limited"; your 2014 site said "Scenic Air Safaris Ltd".

It goes in the footer, the privacy notice and the terms.

02

Are the four numbers on the home page right?

Needed for launch · Torben Rune

> ON THE SITE NOW
> 2009: Our first cross-border flying safaris.
> 10+: Countries on our flying circuits, from Ethiopia to Namibia.
> 150+: Airstrips in Kenya we can fly you to.
> 3: Bases: Wilson Airport, Vipingo and Lewa.
> (Your own "over 10" and "over 150"; the plus signs stay.)

☐ Correct ☐ Needs a change ☐ Don't know

03

Are these memberships current, and what are the numbers?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Footer and How we fly: "Members of KATO (bonded) · ATTA · Kenya Association of Air Operators", with their logos.

The logos appear on every page, so each needs to be current and yours to show.

04

May the site say Scenic is part of the ALS group?

Soon after · Torben Rune

> WHERE IT STANDS
> The site says nothing about owners or the group. It gives your Nairobi office as the ALS Terminal at Wilson.

Agents and corporate clients sometimes ask who stands behind an operator. We'll use only the words you give us.

☐ Say nothing about ownership, as now ☐ Yes: "part of the ALS group" (or your exact wording)

☐ Name the shareholders instead (please give the wording) ☐ Let's discuss

05

Which way did the first flight go?

Soon after · Torben Rune

> WHERE IT STANDS
> The Dream: "In 2009 they flew an executive Grand Caravan across Africa, between Kenya and the south, landing where the camps were, and began flying cross-border safaris for others." Your sites have told it three ways: flying friends south from Kenya, down the coast to Lake Malawi, Victoria Falls, the Okavango and the Kalahari (2019); flying north from South Africa, home to Kenya (2023); and a new Caravan ferried from Wichita to Kenya for the first Across Africa safari (ATTA, 2022).

☐ South from Kenya ☐ North from South Africa, home to Kenya ☐ Ferried from Wichita, then the first safari

☐ Keep it as the page has it ☐ Other (please tell us the story)

06

May we name the founders?

Soon after · Torben Rune

> WHERE IT STANDS
> The Dream names no founders. Your 2019 site named Capt. Torben Rune, Capt. Aslam Khan and Severin Schulte.

☐ Yes, all three ☐ Yes, with changes (please note) ☐ No, leave them unnamed

07

Should the site mention the Severin Air Safaris years?

Soon after · Torben Rune

> WHERE IT STANDS
> The Dream timeline, 2012: "A Cessna 206 joins the fleet for charter from Mombasa, and a second new executive Grand Caravan arrives at Wilson. We're trading as Severin Air Safaris."

And was Severin Air Safaris Ltd the same company, renamed later? If so, when?

☐ Yes, as written ☐ Keep 2012, but leave out the Severin name ☐ Leave 2012 out ☐ Let's discuss

08

Please check the timeline on The Dream, year by year.

Soon after · Torben Rune

> WHERE IT STANDS
> 2009 Our first cross-border flying safaris.
> 2012 A Cessna 206 joins for charter from Mombasa; a second new executive Grand Caravan arrives at Wilson.
> 2017 The Endangered Species Flying Safari begins; The Times, the Telegraph, The Weekend Australian and Cathay Pacific's magazine fly it in its first year.
> 2021 We start offsetting the carbon emissions of every aircraft, through the Chyulu Hills REDD+ project.
> 2022 A factory-new Grand Caravan EX, 5Y-SXA, flies from Wichita to Wilson. In June, Scenic Wilderness starts shared flights between Lewa and the Mara.
> 2024 A sixth Grand Caravan, and our first Pilatus PC-12 NG, for the long legs.
> None of these dates is on your current site; they come from your old news posts, press and trade releases. When did Execufly and JetConnect start? We'd add both.

09

Is "three companies of our own" the right way to describe Scenic Wilderness, Execufly and JetConnect?

Soon after · Torben Rune

> ON THE SITE NOW
> The Dream: "... and three companies of our own for shared seats, membership flying and VIP arrivals at Jomo Kenyatta." Execufly calls itself "a subsidiary of Scenic Air Safaris"; Scenic Wilderness was founded with Air Wilderness; JetConnect is a Scenic service.

☐ Correct ☐ Needs a change ☐ Don't know

10

How should We Are Africa appear?

Soon after · Simon Penfold

> WHERE IT STANDS
> Your current footer shows We Are Africa among the membership logos. It's a trade show rather than a membership, so the new footer leaves it off.

☐ Leave it off ☐ Add "We exhibit at We Are Africa" on The Dream ☐ Keep it with the memberships

11

May we say Hangar One was designed by Sejal Patel?

When you can · Torben Rune

> WHERE IT STANDS
> Not said yet. Your 2014 site said the Vipingo hangar was designed by director Sejal Patel.

☐ Yes ☐ No

12

Is the film on your home page still the one to show?

When you can · Simon Penfold

> WHERE IT STANDS
> The Dream plays your YouTube film (the one on your current home page) when a visitor clicks it.

☐ Yes ☐ We have a newer one (please send the link) ☐ Leave the film out

Flying green.

Your carbon statement is quoted exactly, as yours, on Flying green only; the rest of the site uses one plain line. These questions decide what both say.

FLYING GREEN

01

Do you still offset 100% of your aircraft's emissions through the Chyulu Hills REDD+ project?

Needed for launch · Torben Rune

> ON THE SITE NOW
> Home, Shared seats and Flying green: "We offset our aircraft's carbon emissions through the Chyulu Hills REDD+ project, validated and verified under the VCS and the CCBS." The facts table on Flying green: 100%, since 2021.

The line is written once and can be changed or removed across the site in one place.

☐ Correct ☐ Needs a change ☐ Don't know

02

Should Flying green keep your statement as it is, or use a plainer version?

Needed for launch · Torben Rune

> WHERE IT STANDS
> Quoted exactly from your current page: "Scenic Air Safaris has achieved a major conservation milestone by becoming one of Africa's first carbon-neutral executive charter airlines to offset 100% of its aircraft carbon emissions, and certainly the very first air safari operator to achieve such a pioneering benchmark in sustainability."
> A plainer version: "We offset 100% of our aircraft's carbon emissions through the Chyulu Hills REDD+ project, validated and verified under the VCS and the CCBS."

The EU and UK rules on green claims apply to your European agents' marketing. Under them, "carbon-neutral" based on offsets, and "first" claims without proof, are the words most likely to be questioned. It's your call; your words stay as they are until you change them.

☐ Keep our statement as it is ☐ Use the plainer version ☐ Our own new wording (please write it) ☐ Let's discuss

03

Please give the facts for the Flying green table.

Soon after · Torben Rune

> WHERE IT STANDS
> Project: Chyulu Hills REDD+ Carbon Project
> Standards: VCS and CCBS
> Share of our emissions offset: 100% (to confirm)
> Since: 2021 (to confirm)
> Tonnes a year: blank
> Registry: Verra, serial numbers blank
> Rows without a figure stay hidden. A retirement certificate, if you have one, could be linked.

04

May we list these as partners in the Chyulu Hills project?

Soon after · Torben Rune

> WHERE IT STANDS
> "We're partners with: the Maasai Wilderness Conservation Trust · Big Life Foundation · the David Sheldrick Wildlife Trust · the Kenya Wildlife Service · the Kenya Forest Service · Conservation International" (your list).

"Partners" can read as a direct agreement with each; if they're the project's partners rather than yours, we'll say so.

☐ Yes, as written ☐ Call them the project's partners ☐ Other (please note)

05

Are Scenic Wilderness flights offset the same way?

Soon after · Torben Rune

> ON THE SITE NOW
> Shared seats: "Scenic Wilderness flights are carbon-offset through the Chyulu Hills REDD+ project."
> Scenic Wilderness's own "the first carbon neutral, all business class, daily shared air charter service in Kenya" is not used.

☐ Correct ☐ Needs a change ☐ Don't know

06

Are the lines on the trusts and Save Our Pride current?

When you can · Torben Rune

> ON THE SITE NOW
> "Our managing director chairs the George Adamson Wildlife Trust and is a trustee of the Satao Community and Wildlife Trust, and Capt. Sanjay Patel guides for Save Our Pride in Nairobi National Park."

☐ Correct ☐ Needs a change ☐ Don't know

07

Can guests see the Chyulu Hills on the flight from Wilson to Amboseli?

When you can · Murtaza Walijee

> WHERE IT STANDS
> "If you fly to Amboseli with us, you'll see them." We'd also like an aerial of the Chyulu Hills for the page: none is in your library; the Maasai Wilderness Conservation Trust might supply one, with credit.

☐ Yes, usually ☐ Only on some routings (we'll reword it) ☐ No, remove the line

Fleet.

Every figure on Aircraft & pilots is labelled as Scenic's or the manufacturer's. Registrations and counts come from your photos and trade listings, so they stay hidden until you confirm them.

FLEET

01

Please give the current fleet: type, registration and base for each aircraft.

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> Our best reading, from your photos, trade listings and releases:
> Grand Caravan EX: 5Y-SXA (new from the factory, May 2022, ferried from Wichita to Wilson); two EXs we couldn't identify; 5Y-SXI (see Safety & approvals)
> Grand Caravan (standard, three-bladed propeller): 5Y-SXC (built 2012), 5Y-SXS
> Cessna 206 Stationair: 5Y-SXD, 5Y-CJR
> Pilatus PC-12 NG: 5Y-TDL, since September 2024
> The page's counts (4 EX, 2 standard, 2 × 206, 1 PC-12) are hidden until you confirm them. A broker also lists a Namibian Caravan, V5-WAL, under your name: is it one of yours?

Please include the two EX registrations we're missing, and which base each aircraft works from (Wilson, Vipingo or Lewa).

02

May we publish the registrations?

Needed for launch · Torben Rune / Murtaza Walijee

> WHERE IT STANDS
> Registrations appear only on Aircraft & pilots, over the line-up photo, and nowhere else on the site.

☐ Yes, publish them ☐ No, types and counts only ☐ Let's discuss

03

How many guests does an EX take: 10 or 11?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> "Up to 10 guests: 8 Oasis seats and a two-place divan" (your factsheet). Your aircraft page says 11, and calls the EXs "the only 11 seat executive aircraft operating in East Africa"; that line isn't used.

If there is an 11th seat, please tell us where it is, so the seat plan can show it.

☐ 10, as the site says ☐ 11 (please say where the 11th seat is) ☐ Other (please note)

04

Does every seat in the EX have a window, including both divan seats?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> Home: "Eight seats, one divan, and a window for everyone." The seat plan on Aircraft & pilots is drawn that way.

☐ Yes, every seat ☐ Not the divan (we'll change the headline)

05

How are the standard Grand Caravans fitted, and where are they based?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> Private charter's aircraft table leaves the standard Caravan's seats and range blank. Aircraft & pilots: "the same airframe, cabin and door as the EX, with the original PT6A-114A engine (675 shp) and a three-bladed propeller. It's the aircraft Scenic started with: their first executive Caravan flew in 2009. One is based at Lewa, where it flies the Scenic Wilderness shared routes." Your 2022 site described the earlier Oasis Caravans as six reclining seats and a divan, a refreshment centre and two stowaway tables.

Please give the seats, cruise and range to publish for the standard version.

06

How many guests does the Cessna 206 take?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> "Up to 4" (your FAQ and scenic-flight rates). The 206 factsheet says 5.

☐ Up to 4 ☐ Up to 5 ☐ Depends on the route (please note)

07

Which range should the site give for the EX?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> "About 900 nm" (your factsheet), inside the manufacturer's 832–1,125 nm with full fuel and a 45-minute reserve. Your aircraft page says 550 nm, which may be a full-cabin figure. The page adds: "with every seat taken we plan shorter legs, and the long safaris are flown in hops."

☐ About 900 nm, as the site says ☐ 550 nm ☐ Another planning figure (please note)

08

Are the PC-12's figures right, and what is your planning speed?

Needed for launch · Murtaza Walijee

> ON THE SITE NOW
> 6 to 8 guests; cruise about 280 kt (a published figure: your page's 240 kt is the aircraft's maximum operating speed, not its cruise); range 1,565 nm (your page). "It came into the fleet in September 2024 for the flights a Caravan would take all day over, to Kigali, Zanzibar, Entebbe, Lusaka, Victoria Falls and Addis Ababa."

☐ Correct ☐ Needs a change ☐ Don't know

09

Would your Chief Pilot check every figure labelled "Scenic" on Aircraft & pilots?

Soon after · Murtaza Walijee

> ON THE SITE NOW
> Your figures: 140 kt Caravan cruise ("how we fly on safari, low and slow"), 120 kt and 420 nm for the 206, 15 kg soft bags, 3 kg hand baggage (5 kg in the 206). Manufacturer figures sit beside them, labelled.

☐ Correct ☐ Needs a change ☐ Don't know

10

Are the 206 details right?

Soon after · Murtaza Walijee

> ON THE SITE NOW
> 310 hp, which is the turbocharged T206H Turbo Stationair. "With two to four on board it's usually the most economical way to have an aircraft and a pilot to yourselves." "Our 206s are photographed at our hangar at Vipingo." Registrations in your photos: 5Y-SXD, 5Y-CJR.

☐ Correct ☐ Needs a change ☐ Don't know

11

Should the King Air appear on the site?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> The King Air 250 in your gallery (5Y-HYS, blue and white) is written up but hidden. Your page calls it "250", "200 series", "200" and "200GT"; the aircraft in the photos is a 250. Range on your pages: 1,375 nm, and 920 and 1,580 nm on the factsheet.

☐ Keep it hidden ☐ Show it: it flies on our AOC ☐ Show it as a partner's aircraft ☐ Remove it

12

Is the private-jet wording right?

Soon after · Simon Penfold

> WHERE IT STANDS
>
> Private charter: "For regional and international trips, we arrange light and midsize jets with 4 to 10 seats and two pilots through partner operators: to the Seychelles, Rwanda, Mozambique, Mauritius and further." Your pages say 4–10 and 6–10 seats. They also name a Global or Challenger, Citation Sovereign, Excel and Bravo; we'd use those as examples only if your partners have them. The jet photo is captioned as a partner's aircraft.

13

Would you sign off your own short-field figures?

When you can · Murtaza Walijee

> WHERE IT STANDS
>
> The specifications use the manufacturer's sea-level figures. Figures measured the way you fly (a 5,000 ft strip on a warm day, on murram) would mean more to readers.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

Flying safaris.

Eight safaris on one template. Prices, strips and flight times are the facts most likely to have moved since the November 2024 brochures. Where you publish no strip or time, the page says "to be confirmed" rather than guess.

FLYING SAFARIS

01

What are the 2026–27 "from" prices, and their basis, for each safari?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Each safari shows one "from" price with its basis in the same line, from your web pages and the November 2024 brochures:
> Ultimate Across Africa, southbound: US$2,245 per person per day, minimum 4 guests, full board, exclusive use of the aircraft (is "per day" charged on 10 days or 9 nights?)
> Ultimate Across Africa, northbound: US$1,920 per person per day, minimum 4 guests
> Endangered Species: "Price on request" (the brochure's figure, US$2,050 per person per day, sits under a table valid 1 April 2020 – 31 October 2021)
> Out of Africa: US$5,560 per person sharing, 8 days, low season · US$5,775, 9 days
> Kilimanjaro and Lake Natron: US$5,610 per person sharing, minimum 6, mid season
> Suguta Valley and Lake Turkana: "Price on request" until its unit is confirmed (next question)
> The Omo Valley: US$14,710 per person, based on 8 guests (per person, not for the group?)
> Rubondo Island chimpanzees: US$1,995 per Kenya-resident adult sharing, 3 nights, full board, with the flights

Prices are written once and appear on the safari page, its card and the home tiles; each always carries its basis.

02

Is Suguta's US$2,930 per person per day, or per person for the trip?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Brochure: "9 DAY TAILOR-MADE FLYING SAFARI From US$2,930, based upon 4 passengers travelling during regular season." The page shows "Price on request" until you say.

The two readings differ ninefold.

☐ Per person per day ☐ Per person, for the whole safari ☐ Other (please note)

03

Which Omo safari do you sell?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Your Omo page carries two trips: the 10-day flying safari (its header, highlights, inclusions and brochure) and a 13-day road-based photography tour (its day by day). The new page is the flying safari only: Lobolo, Addis Ababa, Bale Mountain Lodge, Lumale.

☐ The flying safari only, as the page has it ☐ We sell the road tour too (please tell us how)

☐ The Omo safari is no longer sold

04

Do the Out of Africa Sunday departures from Mombasa still run?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> "Starts: Mombasa, every Sunday; or Mombasa or Nairobi on your own dates. Ends: Nairobi." "Sunday departures leave Mombasa with a minimum of 4 guests." Your header says "Start Nairobi, Finish Mombasa"; the itinerary starts in Mombasa and ends "Return to Nairobi". The page follows the itinerary.

Please also tell us what happens if fewer than 4 book, and whether guests may share the aircraft with another party.

☐ Still running; parties may share the aircraft ☐ Still running; one party per aircraft

☐ No longer running: private dates only ☐ Let's discuss

05

Are the guest numbers right for each safari?

Needed for launch · Simon Penfold

> ON THE SITE NOW
> Each page uses the figure in its inclusions (the aircraft line), not the header's "9 passengers maximum":
> Southbound 4–8 · Northbound 4–8 · Endangered Species 2–10 · Out of Africa up to 9 · Kilimanjaro and Lake Natron 2–10 · Suguta 2–8 · Omo 4–8 · Rubondo up to 10.

☐ Correct ☐ Needs a change ☐ Don't know

06

Ultimate Across Africa, southbound: are the strips, route and aircraft right?

Needed for launch · Murtaza Walijee / Simon Penfold

> WHERE IT STANDS
> Kilimanjaro → Serengeti: Kilimanjaro International → Lamai, about 1 h 10. Is the strip Lamai or Kogatende?
> Via Mbeya and Mzuzu: the old Mbeya airport, or Songwe (Mbeya's newer one)?
> The end: Livingstone or Victoria Falls, by road?
> Countries: Tanzania · Malawi · Zambia · Botswana, and Kenya or Zimbabwe at either end (your header lists others).
> Aircraft: the page says Grand Caravan EX; your page says "Cessna Grand Caravan". A professional guide flies with you as well as the pilot.
> Camps: Lamai, Kungwe Beach Lodge, Kaya Mawa, Anabezi, the Chobe Princess: still the ones you use?

07

Ultimate Across Africa, northbound: are the strips, route and aircraft right?

Needed for launch · Murtaza Walijee / Simon Penfold

WHERE IT STANDS

Kasane → Okavango Delta: Duba Plains, about 1 h 20 (the strip isn't in public airfield data: its code?)
Duba Plains → Kasane → Victoria Falls → the Chobe Princess: routing and times?
Ruaha (Msembe) → the Selous, about 1 h 20: which strip serves Sand River Selous?
In total: 14 flights, about 10 h 35 in the air (your leg times), plus the Okavango–Victoria Falls day.
Countries: Botswana · Zambia · Malawi · Tanzania, with Zimbabwe and Kenya at either end.
Aircraft: Grand Caravan: EX or standard on this route?
The Selous is now largely Nyerere National Park; the page keeps your name, "the Selous". And should it name a best season? Your pages give none.

08

Endangered Species: are the camps, people and figures right?

Needed for launch · Simon Penfold

WHERE IT STANDS

Leg times are yours: Wilson to Ol Kiombo about 45 minutes (the same page also says 50), Mara to Laikipia about 1 h, Laikipia to Lewa 25 min, Lewa to Samburu 15 min, Samburu to Nairobi 55 min.
Mara: "Encounter Mara Eco-Camp, Mara Naboisho Conservancy" (your inclusions name Spirit of the Masai Mara).
Elephant Watch Camp: may we say the visit is hosted by the Douglas-Hamilton family, and that Saba Douglas-Hamilton guides the drive?
Figures: under 8,500 reticulated giraffe; ten wild-dog packs lost in 2017; over 130 rhino at Lewa. Still current?
Aircraft: Grand Caravan EX for 4 to 10 guests, Cessna 206 for 2 or 3 (your page says the 206 for 4 or fewer).
Departures: private, year-round; "set departures through the year on request". Still offered?

09

Out of Africa: which strips, and how long is each flight?

Needed for launch · Murtaza Walijee / Simon Penfold

WHERE IT STANDS

Mombasa: Moi International, or Vipingo?
Mombasa → Tsavo East (Satao Camp) · Tsavo East → Tsavo West (Severin Safari Camp) · Tsavo West → Amboseli (Satao Elerai) · Amboseli → Maasai Mara (Karen Blixen Camp): each shows "to be confirmed".
Mara → Nairobi: a scheduled flight on the 8-day. On the 9-day, scheduled or private?
The spa is at Severin Safari Camp? The Silver-level safari guide: on the 9-day too?
Seasons: Peak 1 July–31 October and 16 December–5 January · Mid 3–31 March and 1 November–15 December · Low 1 April–30 June. What applies from 6 January to 2 March?
The day each highlight falls on (Poacher's Lookout, the Maasai walk, the balloon) is our reading of your list.

10

Kilimanjaro and Lake Natron: which strips, and how long is each flight?

Needed for launch · Murtaza Walijee / Simon Penfold

> WHERE IT STANDS
> Wilson → Amboseli: which strip? About 35 minutes (our estimate).
> Amboseli → Shompole: about 45 minutes (yours), to "Rangers airstrip".
> Shompole → Maasai Mara: which strip for Karen Blixen Camp, and how long?
> Maasai Mara → Nairobi: how long?
> At Lale'enok: are Sisco and Joel still the baboon researchers guests walk with?
> The Amboseli camp: "Elerai Camp" or "Satao Elerai"? Soft drinks, beer and house wine: at Shompole only (web page) or every camp (brochure)?
> The page is called "Kilimanjaro and Lake Natron", with your full name, "Snows of Kilimanjaro and Flamingos of Lake Natron", above it.

11

Suguta Valley and Lake Turkana: which strips, and how long is each flight?

Needed for launch · Murtaza Walijee / Simon Penfold

> WHERE IT STANDS
> Wilson → Ol Malo: which strip? About 50 minutes (our estimate).
> Laikipia → the Suguta Valley → Lake Turkana (Lobolo Camp): which strip, what routing on day 3, and how long?
> Lake Turkana → the Matthews Range: is Sarara's own strip the one? How long?
> The Matthews Range → Nairobi: how long?
> Lobolo Camp: "on the lake shore, near Eliye Springs"?
> Reteti: the page says the community runs it (your text calls it "the only community-owned and managed elephant sanctuary in the world").
> Heat: "Lake Turkana and the Suguta are hot in every month." Your text says only that the safari is "available all year round".

12

The Omo Valley: which strips, and how long is each flight?

Needed for launch · Murtaza Walijee / Simon Penfold

> WHERE IT STANDS
> Wilson → Lake Turkana (Lobolo Camp): which strip, how long?
> Lake Turkana → Lokichoggio → Addis Ababa: how long?
> Addis Ababa: still the Sheraton, bed and breakfast?
> Addis Ababa → the Bale Mountains: Robe, or another strip? How long?
> The Bale Mountains → Arba Minch → the Omo Valley (Lumale): which strip, how long?
> Aircraft: Grand Caravan EX, up to 8 guests?
> Lumale: the page says "time with the peoples of the lower Omo, guided by the camp, and their ceremonies when they happen". What does the camp arrange?
> Photographs: "ask before you photograph anyone; your guide will tell you what's expected." Do you give guests your own guidance?

13

Rubondo Island chimpanzees: what is the route, and where does it clear into Tanzania?

Needed for launch · Murtaza Walijee / Simon Penfold

> WHERE IT STANDS
> "Fly from Wilson across the Mara and Lake Victoria, three nights on the island, and home." Wilson → Rubondo: about 2 h 10 in a straight line (our estimate). Any stop, and where do you clear customs? Ends: Nairobi (Wilson). The brochure says "Finish: Rubondo Island".
> The day by day is a frame (you publish none): please check it.
> "The largest island national park on Lake Victoria": your text adds "(and Africa)". Birds: the page says over 300 (you also say over 200).

14

Is there a non-resident price for Rubondo?

Soon after · Simon Penfold

> WHERE IT STANDS
> The card shows US$1,995 with "Kenya residents" beside it, never alone. Non-residents: "On request".

Most of the site's readers aren't Kenya residents.

15

Does the child rule apply to every safari?

Soon after · Simon Penfold

> WHERE IT STANDS
> Every safari page: "Ask us about child rates. Children on a child rate sit on the rear bench seat; children in the executive seats pay the adult rate." Your pages state it only on Kilimanjaro and Lake Natron.

☐ Yes, every safari ☐ Only some (please say which) ☐ Only Kilimanjaro and Lake Natron

16

Is the note on itinerary changes right?

Soon after · Simon Penfold

> ON THE SITE NOW
> "Camps and the order of stops can change with the season and with availability. If a change affects the price, you'll know before you confirm." Your note reads: "reserves the right to offer, at a surcharge, suitable changes to the itinerary".

☐ Correct ☐ Needs a change ☐ Don't know

17

Is the migration answer right?

Soon after · Simon Penfold

> ON THE SITE NOW
> FAQ, your answer: "The wildebeest migration is best in Kenya from July to October, and in northern Tanzania in May and June."

Many guides put the calving in the southern Serengeti from January to March; you may want to add it.

☐ Correct ☐ Needs a change ☐ Don't know

18

Are you happy with the shorter safari names?

When you can · Simon Penfold

> ON THE SITE NOW
> Cards, menus and addresses use short names; your full names stay above each page's title: "Kilimanjaro and Lake Natron" (Snows of Kilimanjaro and Flamingos of Lake Natron), "The Omo Valley" (Ethiopian Tribes of the Omo Valley), "Suguta Valley and Lake Turkana", "Rubondo Island chimpanzees". The old addresses point to the new pages.

☐ Correct ☐ Needs a change ☐ Don't know

Charter, shared seats, membership, JetConnect & scenic flights.

The pages under Flying with us, and Scenic flights. Fares and timetables come from your side brands' own sites, which are older than the main one.

CHARTER, SHARED SEATS, MEMBERSHIP, JETCONNECT & SCENIC FLIGHTS

01

May we use "Same plane, same pilot" as written?

Soon after · Simon Penfold

> ON THE SITE NOW
> Private charter: "Our rule is 'same plane, same pilot': the aircraft and the pilot who fly you to the first camp fly you to the next, so by the second leg your pilot knows your bags, your camera and how you like to fly." Used on Home and Private charter only, not on Out of Africa (its 8-day ends on a scheduled flight).

☐ Correct ☐ Needs a change ☐ Don't know

02

Are the luggage rules right?

Needed for launch · Murtaza Walijee

> ON THE SITE NOW
> "15 kg per person in a soft bag, plus 3 kg of hand baggage (5 kg in the 206). No hard suitcases, travel trunks or expandable roller duffels, and no golf bags in the 206." With fewer guests (under 8 in the Caravan or PC-12, one or two in the 206) there's usually more room. "No vapes, firearms or smoking on board."

Guests pack around this line.

☐ Correct ☐ Needs a change ☐ Don't know

03

How should Private charter describe the price?

Soon after · Simon Penfold

> WHERE IT STANDS
> "You pay for the aircraft, not the seat, so the price is the same whether you fill it or not. It depends mainly on the aircraft and the flying time. Tell us the route and we'll send the price for the whole aircraft, with what it includes."

Readers want to know what's in a quote: block hours, positioning, waiting time, landing and park fees. A sample fare or two (for example Wilson to the Mara in the 206) would help, if you're happy to publish one.

04

Is the concierge list current?

Soon after · Simon Penfold

> ON THE SITE NOW
> Hotel and safari camp bookings · specialist activities and expert local guides in your language · safari spa bookings · a personal chef on safari · chauffeurs · private security · helicopter and balloon charters, through partners.

☐ Correct ☐ Needs a change ☐ Don't know

05

Are the Scenic Wilderness timetable and fares current?

Needed for launch · Scenic Wilderness / Simon Penfold

> WHERE IT STANDS
> From scenic-wilderness.com (page dated 2023). One way, per seat, US$:
> Wilson ↔ Maasai Mara 290 (08:00–08:50; back 09:50–10:40)
> Wilson ↔ Segera 330 · Wilson ↔ Lewa 330 · Wilson ↔ Sarara 600
> Lewa ↔ Maasai Mara 450 · Segera ↔ Maasai Mara 450 · Sarara ↔ Maasai Mara 800 · Lewa ↔ Sarara 350
> Stops at Ol Pejeta, Solio and Segera on request. Times indicative, confirmed 24 hours before.
> Home and Shared seats say "From US$290 one way".

ATTA announced new routes and rates for 2025, so these may have changed.

06

Are the shared-seat rules current?

Soon after · Scenic Wilderness / Simon Penfold

> ON THE SITE NOW
> At most 9 seats per flight · a 15 kg soft bag per guest · "With only two of you booked, we may fly a smaller aircraft" · children under 12 fly at 20% off · for agents, a 20% deposit confirms the booking and the balance is due 60 days before departure.

☐ Correct ☐ Needs a change ☐ Don't know

07

Do the shared flights go to Amboseli and the Chyulu Hills?

Soon after · Scenic Wilderness / Simon Penfold

> WHERE IT STANDS
> Your main site lists Amboseli and the Chyulu Hills; the Scenic Wilderness timetable doesn't. The new page follows the timetable: Wilson, Lewa, the Mara, Segera and Sarara.

☐ No, as the timetable shows ☐ Yes (please give times and fares) ☐ On request only

08

May we name Air Wilderness?

Soon after · Torben Rune

> WHERE IT STANDS
> "It was set up by Scenic Air Safaris and Air Wilderness of Lewa."

☐ Yes, as written ☐ No, leave the name out

09

Should the timetable live on this site, or only on scenic-wilderness.com?

When you can · Scenic Wilderness / Simon Penfold

> WHERE IT STANDS
> The Shared seats page carries the full table and links to scenic-wilderness.com to book.

One source of truth means one place to update fares.

☐ Show it on both sites ☐ Only on scenic-wilderness.com; link to it ☐ Move it here and retire the other

10

Please check the two Execufly memberships, line by line.

Soon after · Sharlet Tandi

> WHERE IT STANDS
> Air Share Partner: "A share of an executive Grand Caravan, bought or leased, with a set number of hours". For owners and companies who fly a lot. Where, notice and departure time: blank.
> ExecuFlyer Club: pre-paid flying hours, for people who fly 10 to 100 hours a year; anywhere within 250 nautical miles of Wilson or Vipingo; 24 to 48 hours' notice; departure within 3 hours either side of the time you ask for.
> "Members book through Execufly's web application."
> What 250 nm covers (our arithmetic): from Wilson, the Maasai Mara, Laikipia and Lewa, Samburu, Amboseli, Kilimanjaro and Mombasa; from Vipingo, the Kenya coast to Lamu, Tsavo, and Zanzibar.

These come from execuflyafrica.com; your main site says only "'Air Share' or 'Flying Club' options".

11

Who is the Execufly contact, and at which address?

Soon after · Sharlet Tandi

> WHERE IT STANDS
> "Execufly Africa · Sharlet Tandi, sales and operations · sales@scenicairsafaris.com". Execufly's own site shows an email address with a spelling slip, so we haven't used it.

12

Is JetConnect running as the page describes?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> VIP Fastrack (met on arrival, private transfer to immigration, a priority counter, bags collected, a transfer to your charter aircraft) and Wing2Wing for executive jets (meet and assist, private customs and immigration, the VIP lounge, priority screening, ground handling, crew services, visas, refuelling). "Our private lounge is in Terminal 2."

Please also tell us whether it is staffed by Scenic or by a handling agent.

13

Should JetConnect have its own contact?

Soon after · Simon Penfold

> WHERE IT STANDS
> "JetConnect · sales@scenicairsafaris.com · +254 701 068 225 (24 h)". Your line that JetConnect is "not currently offered by any other air operator in Kenya" isn't used until you confirm it.

14

Are the twenty scenic-flight prices and times current for 2026–27?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Price per aircraft, from your Scenic Flying Experiences page (Caravan · 206 · time):
> STB01 Amboseli elephant swamps 390 · 230 · 15 min
> STB02 Samburu and the Ewaso Ng'iro 390 · 225 · 15 min
> STB03 Maasai Mara extended game flight 650 · 370 · 25 min
> STB04 Mount Kenya 907 · 519 · 35 min
> STB05 Magadi and Natron 907 · 519 · 35 min
> STB06 Amboseli and the flamingo lakes 1,165 · 667 · 45 min
> STB07 Lake Bogoria 1,296 (Caravan only) · 50 min
> STB08 Lakes and volcanoes of the Rift 2,075 (1 h 20) · 1,333 (1 h 30)
> STB09 Suguta Valley and the Jade Sea 5,575 · 3 h 35
> STB10 Suguta Valley and Reteti 6,225 · 4 h 35
> STB11 Serengeti extended 907 · 35 min · STB12 Serengeti to Lake Manyara 907 · 35 min
> STC01 Vipingo and Kilifi 500 · 20 min
> STC02 Mombasa island: from Diani 840 (15 min), from Vipingo 940 (35 min)
> STC03 Kisite and Shimoni: from Diani 920 (35 min), from Vipingo or Kilifi 1,610 (60 min)
> STC04 Kilifi, Arabuko Sokoke and the Sabaki 1,610 · 60 min
> STC05 Beach and bush: Tsavo East 3,115 · 2 h
> STC06 Vipingo to Lamu 4,280 · 2 h 45
> STC07 Malindi to Lamu 2,470 · 2 h 30 (longer than Diani to Lamu: is that right?)
> STC08 Diani to Lamu 2,760 · 1 h 25

Two slips on your page are corrected: "US$,1610" is shown as US$1,610.

15

How many guests can a Caravan take on a scenic flight?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> "Grand Caravan, up to 9 guests on the longer flights, or Cessna 206, up to 4. How many can fly depends on the route." Your page says "max 11pax" for the Caravan.

- [ ] Up to 9, as the page says
- [ ] Up to 10
- [ ] Up to 11
- [ ] Other (please note)

Where we fly.

A map from your three bases, flight times from Wilson, and an atlas of the 29 airstrips your itineraries name. Every strip named is a claim that you fly there, and the camp search answers visitors directly.

WHERE WE FLY

01

May we name Wilson, Vipingo and Lewa as your three bases?

Needed for launch · Murtaza Walijee

> ON THE SITE NOW
> Wilson Airport, Nairobi: "Our Nairobi office, in the ALS Terminal. Most safaris and charters start here."
> Vipingo, north of Mombasa: "Head office and Hangar One, on the Vipingo airstrip. The coast flights start here."
> Lewa, Laikipia: "A Caravan is based here for the Scenic Wilderness shared flights."

The bases appear on Home, Private charter, Where we fly and The Dream.

☐ Correct ☐ Needs a change ☐ Don't know

02

Please check the airstrip atlas: does each strip serve the camps named?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> 29 strips have a page, each with its codes, elevation, runway (public data), the time from Wilson, the camps it serves and the safaris that land there. Where public data has no runway, the page says so.
> KENYA: Wilson · Jomo Kenyatta · Ol Kiombo (Encounter Mara Eco-Camp) · Loisaba (Loisaba Tented Camp) · Lewa (Lewa Safari Camp, Sirikoi) · Samburu Simba Oryx (Elephant Watch Camp) · Shompole, "Rangers airstrip" (Shompole Wilderness) · Lokichoggio · Vipingo · Mombasa
> TANZANIA: Kilimanjaro · Tabora · Mahale (Kungwe Beach Lodge) · Mbeya · Msembe (Kigelia Ruaha Camp) · Dar es Salaam · Rubondo Island (Rubondo Island Camp)
> MALAWI: Mzuzu · Likoma Island (Kaya Mawa)
> ZAMBIA: Mfuwe · Lukuzi (Tafika Camp) · Jeki (Anabezi) · Lusaka · Livingstone
> BOTSWANA: Kasane (the Chobe Princess) · Duba Plains (Duba Plains Camp)
> ZIMBABWE: Victoria Falls
> ETHIOPIA: Addis Ababa · Arba Minch
> Camps named on the itineraries without a strip yet (please give each one's strip): the northern Serengeti camp at Lamai (Lamai or Kogatende) · Satao Camp · Severin Safari Camp · Satao Elerai · Karen Blixen Camp · Ol Malo · Lobolo Camp · Sarara · Sand River Selous · Bale Mountain Lodge (Robe?) · Lumale

Type a camp into "Where do you want to wake up?" and the site answers with its strip and the time from Wilson.

03

Is "Rangers airstrip" at Shompole the Shompole All Weather strip?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> The atlas page is "Shompole (Rangers airstrip)", with the code of Shompole All Weather (KE-0017). Public data also lists a Shompole Dry Lake strip (KE-0016).

☐ Yes, Shompole All Weather ☐ No, Shompole Dry Lake ☐ Another strip (please name it)

04

Do the flight times from Wilson match your block times?

Soon after · Murtaza Walijee

> WHERE IT STANDS
> Your own: Maasai Mara (Ol Kiombo) 45 min · Samburu to Nairobi 55 min. The rest are straight lines at your 140 kt cruise, rounded, always "about": Magadi and Shompole 25 min · Amboseli 35 · Segera 40 · Lewa 40 · Loisaba 50 · Ol Malo 50 · Kilimanjaro 55 · Serengeti (Lamai) 55 · Sarara 1 h · Tsavo East 1 h 15 · Vipingo and Mombasa 1 h 40 · Lamu 1 h 50 · Lake Turkana (west shore) 2 h 05 · Rubondo 2 h 10 · Zanzibar 2 h 20 · Lokichoggio 2 h 35 · Dar es Salaam 2 h 35 · Kigali 2 h 50.

Real block times include taxi, climb and routing; your own figures would replace ours.

05

Are the countries you fly to described correctly?

Soon after · Murtaza Walijee

> ON THE SITE NOW
> "We fly private charters across Kenya and Tanzania and to Zanzibar, Uganda, Rwanda and Ethiopia; our safaris go further, to Malawi, Zambia, Zimbabwe and Botswana; and partner jets go to the islands." "Uganda, Rwanda, Zanzibar and Namibia: on private charter or a safari built for you." Addis Ababa: "with a stop, in the Caravan; direct in the PC-12".

☐ Correct ☐ Needs a change ☐ Don't know

06

What happens at Wilson before a safari flight?

Soon after · Jeni Stow

> WHERE IT STANDS
> Home, "From Wilson": "Your pilot and guide meet you at Wilson Airport. Bags are soft, 15 kg each, and ride in the pod under the aircraft." The morning is shown as 08:00 from Wilson, about 08:45 at Ol Kiombo (the shared-seat morning; "Fly privately and you choose them").

Where to meet and how early to arrive would make it useful, not only pretty.

07

Is this how you handle strips that aren't listed?

When you can · Murtaza Walijee

> ON THE SITE NOW
> "Many camps have their own strip, and many strips are private. If you know where you're staying, tell us; we'll find the strip and check it."

☐ Correct ☐ Needs a change ☐ Don't know

08

Can you give runway details where public data has none?

When you can · Murtaza Walijee

> WHERE IT STANDS
> No runway is shown for Ol Kiombo, Loisaba, Lewa, Samburu Simba Oryx, Shompole, Vipingo, Mahale, Msembe, Rubondo, Likoma, Lukuzi and Duba Plains; the page says so.

Our crew.

Everyone on Our crew and Aircraft & pilots comes from your current pages, cut down and without the adjectives. Please have each person check their name, title, line and photo.

OUR CREW

01

Please confirm each person: still here, name spelt right, title right, happy with their line, hours and photo.

Needed for launch · Jeni Stow

> ON THE SITE NOW
> IN THE OFFICE
> Capt. Torben Rune · Managing Director · over 30 years in safari travel; chairs the George Adamson Wildlife Trust
> Simon Penfold · Sales Director · "joining Scenic at its launch"; served on the KAAO executive committee
> Capt. Murtaza Walijee · Operations Director and Chief Pilot · 9,600 hours; certified flight instructor; KCAA instrument examiner; joined June 2011 (your 2014 site)
> Jeni Stow · Flight Operations Manager · over 28 years in flight operations
> Sharlet Tandi · Personal Flight Coordinator · also sales and operations for Execufly Africa
> Alexandra Atkelsky · FIT Safari Specialist
> FLIGHT CREW
> Capt. John Mark Otieno · Pilot and guide
> Capt. Kim Davey · Pilot and guide · 2,300 hours
> Capt. Kimaru Boit · Pilot and guide · 4,100 hours
> Capt. Sanjay Patel · Pilot and guide
> Capt. Gilda Kilonzo · Pilot and guide · 5,000+ hours (your pages write both Gilda and Gilder)
> Execufly's team page also lists Capt. Aaron Ralph D'Cruz (4,300 hours); he isn't on your Scenic page.

Portraits are your black-and-white set, reused from your current site; each person should be happy to appear. Hours are written once and can be updated in one place.

☐ Correct ☐ Needs a change ☐ Don't know

02

Should Torben Rune appear as "Capt."?

Needed for launch · Torben Rune

> WHERE IT STANDS
> "Capt. Torben Rune · Managing Director". His bio says he is a private pilot.

"Capt." usually signals a commercial pilot in command; readers who know may notice.

☐ Keep "Capt." ☐ Torben Rune, Managing Director ☐ Other (please note)

03

Are all your pilots certified flight instructors?

Needed for launch · Murtaza Walijee

> WHERE IT STANDS
> "Our pilots are all certified flight instructors" (your FAQ). It appears on Aircraft & pilots, How we fly and the FAQ, with "Every Scenic pilot flies as a pilot and a guide: on the headset, they'll tell you what you're flying over."

☐ Yes, every pilot ☐ Most of them (we'll reword it) ☐ No, remove the line

04

When did Simon Penfold join Scenic?

Soon after · Simon Penfold

> WHERE IT STANDS
> His bio: "... before joining Scenic at its launch." He isn't on your 2014 team page; your 2019 site says he "moved to Scenic Air Safaris to oversee its marketing".

05

What is Alexandra Atkelsky's title?

Soon after · Alexandra Atkelsky

> WHERE IT STANDS
> "FIT Safari Specialist". Her own text says "private aviation and FIT safari specialist".

☐ FIT Safari Specialist ☐ Private Aviation and FIT Safari Specialist ☐ Other (please note)

06

Should more of the team appear on Our crew?

When you can · Torben Rune

> WHERE IT STANDS
> Execufly's team page lists Daljeet Bhambra, Veena Kaleha (Vipingo sales), Japheth Oduor, Warren Ojwang, Christine Munene (flight tracking) and Victor Opido. They aren't on the new page.

☐ Yes, add them (please send titles and photos) ☐ Some of them (please note) ☐ No, keep it as it is

Contacts & trade.

Numbers, addresses and the terms your agents work on, as they appear across the site.

CONTACTS & TRADE

01

Is +254 701 068 225 on WhatsApp?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> The bar on every page reads "24 h and WhatsApp +254 701 068 225"; on phones it has Call, WhatsApp and Plan a safari buttons. ATTA lists the number as WhatsApp; your site doesn't say. The planning form has a "WhatsApp is fine" tick box by the phone number.

Every WhatsApp button on the site goes to this number.

☐ Yes, as shown ☐ Yes, but a different number (please give it) ☐ No WhatsApp: remove the buttons

02

Which floor of the ALS Terminal is your Wilson office on?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> "ALS Terminal, 2nd floor, Wilson Airport" (your contact page). ATTA says 1st floor.

☐ 2nd floor ☐ 1st floor ☐ Other (please note)

03

Are the contact details right?

Needed for launch · Simon Penfold

> ON THE SITE NOW
> Sales and reservations: +254 20 260 7433 · +254 701 068 225 (24 h) · sales@scenicairsafaris.com
> Head office: Hangar One, Vipingo Airport · P.O. Box 133–80119, Vipingo, Kenya (the footer adds "Kilifi County": right?)
> Wilson Airport, Nairobi: ALS Terminal · +254 701 068 225 (24 h)
> Shared seats, Scenic Wilderness: sales@scenic-wilderness.com · +254 758 289 641 · +254 725 857 225
> Only the mobile is marked 24 hours, as you mark it.

☐ Correct ☐ Needs a change ☐ Don't know

04

Is the Pesapal payment link right?

Needed for launch · Finance

> ON THE SITE NOW
> Contact and footer: "By card or mobile money through Pesapal. Pay online →" (payments.pesapal.com/scenicairsafaris).

☐ Correct ☐ Needs a change ☐ Don't know

05

What are the office hours for the landline?

Soon after · Simon Penfold

> WHERE IT STANDS
> Not shown. The 24-hour mobile covers anything urgent.

Agents overseas call at all hours. For example "Office 08:00–17:00 EAT, Monday to Saturday".

06

What are your social media addresses?

Soon after · Simon Penfold

> WHERE IT STANDS
> The footer and Contact list Facebook, Instagram, LinkedIn, YouTube (@Scenic_Air_Safaris) and TripAdvisor. We couldn't read the Facebook, Instagram and LinkedIn addresses from your site.

07

How do agents work with you: commission or net rates?

Soon after · Simon Penfold

> WHERE IT STANDS
> Resources, "Working with us": "We work with tour operators, DMCs and travel agents. For rates, availability and anything we haven't answered here, contact Simon Penfold, our Sales Director: sales@scenicairsafaris.com · +254 20 260 7433." No terms are stated.

☐ Commission ☐ Net rates ☐ Both, depending on the agent ☐ Don't say on the site

08

Should trade enquiries go to Simon by name?

Soon after · Simon Penfold

> WHERE IT STANDS
> Simon Penfold is named as the trade contact on Resources.

☐ Yes, name Simon ☐ Name someone else (please note) ☐ No name, the sales inbox only

09

Should Resources name Far Country Collection, which represents Scenic?

Soon after · Simon Penfold

> WHERE IT STANDS
> Not named anywhere on the site.

☐ Yes, name them (and link to them) ☐ No

10

Is the planning form asking the right things?

Soon after · Simon Penfold

> ON THE SITE NOW
> Plan a safari keeps your Safari Dreaming questions, in steps, and adds: how many are travelling (adults, children and ages); "my dates are flexible"; all eight safaris and all ten countries; the country you live in (for visas and Kenya-resident rates); "Are you a travel agent?" and the agency's name.
> Budget: Under 10,000 · 10,000–20,000 · 20,000–35,000 · 35,000–50,000 · Over 50,000 · I'd rather talk about it, in US dollars, for the whole party or per person (your three bands, with an end at each side).
> "Hunting" is no longer on the list of experiences (Kenya has banned sport hunting since 1977).
> Thank-you screen: "We'll reply by email. If it's urgent, call or WhatsApp +254 701 068 225, any time."

Tell us if your sales team needs anything else on a first enquiry.

☐ Correct ☐ Needs a change ☐ Don't know

11

How quickly do you reply to an enquiry?

When you can · Simon Penfold

> WHERE IT STANDS
> The site makes no promise; your FAQ says "we will get straight back to you", and the page says the same.

One line (for example "We reply within one working day"), only if the sales team will stand behind it.

12

Do you have an image library agents may use?

When you can · Simon Penfold

> WHERE IT STANDS
> Resources has a place for "an image library of our aircraft and routes for agents' use, with credits". It stays hidden until one exists.

☐ Yes (please tell us the terms) ☐ Not yet, but we'd like one ☐ No

Press & reviews.

Your five "blog posts" become press items: the outlet, the writer, the date, a short exact quote where you host the article, and a link. Nothing is written for them.

PRESS & REVIEWS

01

May we quote the press on the site?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Home shows quote cards, and the Journal short excerpts, copied exactly from the articles you host: The Times (Anna Murphy, July 2017), The Weekend Australian (Carrie Hutchinson, April 2017), Travel Africa and Travel Weekly (Sarah Gilbert, 2018), Cathay Pacific Discovery (Joe Minihane, 2017). Endangered Species quotes Sarah Gilbert: "It's no ordinary safari, and it's no ordinary bush plane."

Most publishers allow short quotes with credit; some ask to be told.

☐ Yes, all of them ☐ Yes, except some (please note) ☐ Links only, no quotes

02

May we host the press PDFs you host today?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Resources lists eight article PDFs from your Resource Hub (The Times, The Weekend Australian, Travel Africa, Travel Weekly, Cathay Pacific Discovery, the Telegraph's Ultratravel, House & Garden) and eight links to articles online.

A full-page copy of an article is the publisher's material; linking to the original is the safe default.

☐ Yes, we have permission ☐ Link to the originals instead ☐ Let's discuss

03

Do you have copies of the three articles you don't host?

Soon after · Simon Penfold

> WHERE IT STANDS
> Journal items with no excerpt: Forbes Travel Guide, "Why we're wild about this flying safari in Kenya" (date?); Forbes, "The Lion King is in the house: Kenya's Mahali Mzuri" (31 January 2019: what was Scenic's part in it?); New York Lifestyles, "Kenya's Maasai Mara: the most romantic place on the planet" (February 2019).

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

04

Has anything been written about Scenic since 2019?

Soon after · Simon Penfold

> WHERE IT STANDS
> The newest press item on the site is from February 2019; after that, only trade news (Business Air News, ATTA).

One recent piece would change the Journal; the PC-12's first season or a pilot's view of the Mara would do it.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

05

What is your TripAdvisor rating, and do you have a Google Business profile?

Soon after · Simon Penfold

> WHERE IT STANDS
> The footer and Resources link your TripAdvisor listing (filed under Mombasa) with no rating or count shown.

We'll only show a rating you confirm, with its date.

06

Do you have readable copies of the Telegraph and House & Garden articles?

When you can · Simon Penfold

> WHERE IT STANDS
> Both PDFs you host are images or have unreadable text, so they appear by name only, without a quote.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

07

Is your post "Scenic Air Safaris going wild about Kenya" The Weekend Australian's "Wild about Kenya"?

When you can · Simon Penfold

> WHERE IT STANDS
> The Journal treats it as that article, with its own headline.

☐ Yes ☐ No, it's another article (please note)

Photos, files & legal texts.

The site is built on your own photographs. Two images were generated where no photograph existed; each is listed here for your approval. The camps' photos need their permission.

PHOTOS, FILES & LEGAL TEXTS

01

Please supply your privacy notice.

Needed for launch · Torben Rune / your lawyer

> WHERE IT STANDS
> The Privacy page is a placeholder: "This page will set out how Scenic Air Safaris collects, uses and protects your personal information." Your current footer's "Privacy Policy" isn't a link.

The forms collect names, contact details, travel dates, country and budget, and Kenya's Data Protection Act (2019) applies. The notice needs the registered name, your ODPC registration number, a contact for data requests, what is shared with camps and partner operators, and how long enquiries are kept. We put it in place; your lawyer writes or approves it.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

02

Please supply your current terms and conditions.

Needed for launch · Torben Rune / your lawyer

> WHERE IT STANDS
> The Terms page is a placeholder: "Our booking terms will appear here. Until then, ask us for a copy." The Rubondo page refers to "Scenic Air Safaris terms & conditions 2026" (the brochure says 2024).

They should cover booking and deposits, payment, cancellation, itinerary changes, luggage, travel insurance, set departures and minimum numbers, child rates, and who operates each flight. Your lawyer writes or approves them.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

03

Do you approve the generated "From Wilson" image?

Needed for launch · Torben Rune

> ON THE SITE NOW
> 5Y-SXA on the Wilson apron at 6:45 in the morning, a pilot and two guests beside it. Generated from your own photos of the aircraft and its livery; not a photograph.

Please check the livery, the registration and the propeller closely. A real photo from the shoot list would replace it.

☐ Correct ☐ Needs a change ☐ Don't know

04

Do you approve the generated image of guests in the Oasis cabin?

Needed for launch · Torben Rune

> ON THE SITE NOW
> Two guests in the cream leather seats over the Mara, the pilot at the controls. Generated from your own cabin photos; not a photograph.

No photo of the cabin with guests in it exists. A real one from the shoot list would replace it.

☐ Correct ☐ Needs a change ☐ Don't know

05

Do you have the camps' permission to use their photos?

Needed for launch · Simon Penfold

> WHERE IT STANDS
> Camp photos appear only under "Where you stay" on each safari, never as the main picture. You use 54 of them today. The camps: Lamai · Kungwe Beach Lodge · Kaya Mawa · Anabezi · the Chobe Princess · Duba Plains · Tafika · Kigelia Ruaha · Sand River Selous · Encounter Mara · Loisaba · Lewa Safari Camp · Elephant Watch Camp · Satao · Severin Safari Camp · Satao Elerai · Karen Blixen Camp · Shompole · Ol Malo · Lobolo · Sarara · Bale Mountain Lodge · Lumale · Rubondo Island Camp.
> Two heroes are camp photos too: guests tracking a rhino on foot (Endangered Species) and a private dinner on Rubondo's beach.

Please mark any camp whose photos we shouldn't use; we'll ask them, or leave a text card.

06

Are the guests and staff in your photos happy to appear?

Soon after · Torben Rune

> WHERE IT STANDS
> Several photos show recognisable guests: in a game vehicle beside a Caravan, cooling off in a sand river, a champagne welcome at the aircraft, guests with Maasai carrying bags. Staff appear in the crew photo with 5Y-SXA and the portraits.

☐ Yes, consent is in place ☐ Use only photos where guests can't be recognised ☐ Let's go through them

07

Please send reissued itinerary PDFs for 2026–27.

Soon after · Simon Penfold

> WHERE IT STANDS
> Resources lists the eight November 2024 itineraries, with "Prices in the itineraries are from their publication date. Ask us for current rates." Endangered Species is the one to replace first: its price table is dated 2020–21. Each new PDF should carry the current prices, the guest numbers and countries the site uses, and (for Omo) the flying safari only.

Your old PDF addresses keep working until the new ones replace them.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

08

Please send a corrected PC-12 factsheet, and confirm the other two.

Soon after · Murtaza Walijee

> WHERE IT STANDS
> The PC-12 factsheet (March 2025) says 11 passengers and 900 nm, so it isn't republished until it's corrected. The Grand Caravan and Cessna 206 sheets (March 2025) are listed on Resources.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

09

Please send full-resolution originals.

Soon after · Simon Penfold

> WHERE IT STANDS
> The crew portraits are 720–800 px, black and white: colour originals at 2,000 px or more would help.
> A photo of the first Caravan in 2009, for the timeline.
> Any aircraft photo on your routes outside Kenya: Lake Malawi, the Zambezi, the Chobe, the Okavango, Ethiopia, western Tanzania.
> Tsavo, from the air or with a Scenic aircraft.

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10

Where were these photos taken?

When you can · Simon Penfold

> WHERE IT STANDS
> Guests in an open game vehicle beside a Caravan's wingtip (Home, "To the Mara"): is it the Mara?
> A Caravan landing at Lewa (Shared seats card): which registration?
> A wing-view over a floodplain (Northbound): the Okavango?
> A wing-view over the south coast from a 206 with navy stripes: one of yours?

Captions only name a place we know.

11

Please send your logo master files.

When you can · Simon Penfold

> WHERE IT STANDS
> The site uses the vector logo from your current site. The master files (and any brand guide) would confirm the colours and let us make the sharing images.

UPLOAD ONLINE, OR SEND TO HI@WRK.INC

12

Would you arrange a photo day for the gaps?

When you can · Torben Rune

> WHERE IT STANDS
> 1. Guests boarding at Wilson, bags weighed and into the pod
> 2. The Oasis cabin in use, headsets on, a window view
> 3. A pilot-guide at work, pointing something out
> 4. Hangar One at Vipingo: engineers on a Caravan; the building in morning light
> 5. The operations desk with the tracking screen
> 6. Air-to-air: the PC-12, a 206 in the current livery, an EX
> 7. Arrivals at Ol Kiombo, Lewa and Samburu with the guide's vehicle
> 8. Colour portraits of the office team and pilots

☐ Yes, we'll arrange it ☐ Some of it (please note) ☐ Not now

Asante sana. Every answer makes the site more accurate than the one you have today.

Matthew Herren · WRK Etc. · Dürrenäsch, Switzerland · hi@wrk.inc