

2013-2014

Sales Manual



Arenal, Costa Rica



WINNER
CERTIFICATE
OF EXCELLENCE
2012

tripadvisor



www.sunsettourcr.com

Life's greatest adventures begins here...



2013-2014

Sunset Tours Profile



Since 1989, Sunset Tours has been accompanying hundreds of visitors from all over the world to the most exotic locations in the Arenal and La Fortuna Area.

Pioneer's of the Caño Negro motor boat trip and the Safari River Float, Sunset Tours has continuously been recognized as “the best tour operator in the area”, by Lonely Planet and Formers Guide, among others.

The company's mission is to create unforgettable adventures for families, couples, and individual travelers aspiring to experience life as well as nature at its fullest.

Our nature & adventures guides are responsible and will provide any outdoor enthusiast with substantial knowledge to create a lasting and memorable experience.

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours Staff



Founder & Owner

- Mainor Castro email: mainor@sunsettourcr.com Tel. (506) 2479-9800

Marketing

- DADA SPECIAL MARKETING email: rdadah@hotmail.com
- (506) 8342-0530

Operations Manager

- Reynaldo Hernandez email: opsmanager@sunsettourcr.com
Tel. (506) 2479-9800

Reservations

- email: reservations@sunsettourcr.com Tel. (506) 2479-9800

Sales Representative

- Mario Cedeño email: sales@sunsettourcr.com Tel. (506) 2479-9800

Accounts Receivable & Invoicing

- Guido Cordero email: cuentasporpagar@sunsettourcr.com
Tel. (506) 2479-9800

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours Rates



Rates per person		Zone 1	Zone 2	Zone 3	
From Dec-15-2013 to Dec-14-2014					
Tour Name	Rack	Net	Net	Net	Incl.
SUPER NEW!! La Roca Canyoning Adventure	\$95,00	\$67,00	\$79,00	\$94,00	L/B/G/T
SUPER NEW!! Cloud Forest Hike at the Juan Castro Blanco National Park (Min. 4 pax)	\$108,00	\$81,00	\$93,00	\$105	L/B/E/T
Arenal Hanging Bridges	\$65,00	\$48,75	\$60,75	\$75,75	E/B/T
Arenal Volcano Hike at Silencio Trail	\$50,00	\$37,50	\$49,50	\$64,50	E/B/T
Arenal Volcano Hike at the National Park	\$55,00	\$41,25	\$53,25	\$68,25	E/B/T
Arenal Volcano Hike+Baldi+Dinner	\$100,00	\$75,00	\$87,00	\$102	E/B/D/T
Arenal Volcano Hike+Ecotermes+Dinner	\$129,00	\$96,75	\$108,75	\$124	E/B/D/T
Arenal Volcano Hike+Tabacon+Dinner	\$130,00	\$105,00	\$117,00	\$129	E/B/D/T
Arenal Volcano Hike+Tabacon+Lunch	\$150,00	\$112,50	\$124,50	\$140	E/B/L/T
Arenal Volcano Hike+The Springs+Dinner	\$143,00	\$107,00	\$119,00	\$131	E/B/D/T
Tabacon entrance fee+Dinner+Transportation	\$105,00	\$78,75	\$90,75	\$106	E/T
Ecotermes entrance fee+Dinner+Transportation	\$98,00	\$68,60	\$80,60	\$96	E/T
The Springs entrance fee+Dinner+Transportation	\$110,00	\$88,00	\$100,00	\$115	E/T
Baldi entrance fee+Dinner+Transportation	\$75,00	\$56,00	\$68,00	\$83,00	E/T
Caño Negro Wildlife Refuge by boat at Rio Frio	\$77,00	\$58,00	\$70,00	\$85,00	L/T/B
Rio Celeste & Tenorio Volcano Hike	\$117,00	\$87,75	\$100,00	\$115	E/T/L/B
Cerro Chato and La Fortuna Waterfall Hike	\$91,00	\$68,25	\$80,25	\$95,25	E/T/S/B
Sunset Lake	\$75,00	\$56,25	\$68,25	\$83,25	S/T/B
Combination Tour & Baldi	\$187,00	\$140,25	\$152,00	\$167	E/D/B/T
Combination Tour & Tabacon+Dinner	\$227,00	\$170,25	\$182,00	\$197	E/D/B/T
Combination Tour & The Springs+Dinner	\$233,00	\$174,75	\$186,00	\$201	E/D/B/T
Kayaking on the lake	\$55,00	\$41,25	\$53,25	\$68,00	B/S/T
La Fortuna Waterfall guided hike	\$55,00	\$41,25	\$53,25	\$68,00	E/B/T
Monteverde one day (Min. 4 pax)	\$230,00	\$172,50	\$184,25	\$200	E/B/L/T
Safari Float on Rio Peñas Blancas	\$55,00	\$41,25	\$53,25	\$68,00	B/S/T
Venado Caves	\$75,00	\$56,25	\$68,25	\$83,00	B/S/T
Taxi Bote Taxi	\$35,00	\$25,00	\$37,00	\$52,00	T

Zone 1: Fortuna downtown hotels, Arenal Paraiso, Montaña de Fuego, Kioro, Arenal Springs, Nayara, Manoa Tabacon, Mountain Paradise.

Zone 2: Lost Iguana, Observatory Lodge, Arenal Lodge, The Springs Resort

Zone 3: El Tucano, Los Heroes, La Mansion Inn, Tilajari, La Garza, Linda Vista.

2013-2014

Sunset Tours Combo Rates



Rates per person		Zone 1	Zone 2	Zone 3	
From Dec-15-2013 to Dec-14-2014					
Tour Name	Rack	Net	Net	Net	Incl.
Safari Float+Lunch	\$78,00	\$55,00	\$67,00	\$82,00	E/L/T/S
Safari Float+Lunch+Hanging Bridges	\$106,00	\$85,00	\$97,00	\$112,00	E/L/T/S
Safari Float+Volcano Hike	\$100,00	\$75,00	\$92,00	\$107,00	E/B/T
Canyoning+Lunch+Hanging Bridges	\$138,00	\$100,00	\$122,00	\$137,00	E/L/T/S
Canyoning+Lunch+Nigth Hike+Volcano Hike	\$146,00	\$117,00	\$129,00	\$144,00	E/L/T/S
Canyoning+Lunch+Safari Float	\$146,00	\$100,00	\$129,00	\$144,00	E/L/T/S

Zone 1: Fortuna downtown hotels, Arenal Paraiso, Montaña de Fuego, Kioro, Arenal Springs, Nayara, Manoa Tabacon, Mountain Paradise.

Zone 2: Lost Iguana, Observatory Lodge, Arenal Lodge, Tilajari, La Garza.

Zone 3: El Tucano, Los Heroes, La Mansion Inn, Rancho Margot.

Other services	Rack	Net
Rent a guide Half Day in Arenal	\$80,00	\$68,00
Rent a guide Full Day in Arenal	\$120,00	\$102,00
Rent a guide on tour around C.R.	\$130,00	\$111,00

NOTES

- All tours need 2 Pax to operate. (Except Monteverde one day &
- All tours include equipment, Transportation, Bilingual Guide & Insurance.
- Children has 20% discount on the RACK rates, applies from 5 to 8 years. From 0 to 4 they do not pay.
- **E:** Entrance fee/**B:** Beverage/ **L:** Lunch/ **D:** Dinner/ **S:** Snack/ **T:** Transportation
- Combination tour is: Hanging Bridges or Safari Float, La Fortuna Waterfall, Volcano Hike, Hot Springs and dinner.

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

Sunset Tours Transportation Rates

From Dec-15-2013 to Dec-14-2014



			Zone 1	Zone 2	Zone 3
To or From:	To or From	Rack Rates 1-7 pax	Net	Net	Net
Arenal	Juan Santamaria Airport	\$165	\$132	\$157	\$167
Arenal	Liberia Airport	\$189	\$152	\$177	\$187
Arenal	Tobias Bolaños Airport	\$170	\$136	\$161	\$171
Arenal	Cahuita	\$400	\$285	\$310	\$320
Arenal	Cañas	\$138	\$111	\$136	\$282
Arenal	Caño Blanco	\$300	\$240	\$245	\$275
Arenal	Samara/Carrillo	\$300	\$240	\$245	\$275
Arenal	La Paz Waterfall	\$200	\$160	\$185	\$195
Arenal	Dominical	\$380	\$304	\$329	\$339
Arenal	Golfito	\$520	\$416	\$441	\$451
Arenal	Guanacaste Zone 1	\$222	\$178	\$203	\$213
Arenal	Guanacaste Zone 2	\$265	\$212	\$237	\$247
Arenal	Guapiles	\$200	\$160	\$185	\$195
Arenal	Jaco	\$238	\$191	\$216	\$226
Arenal	La Virgen de Sarapiquí	\$118	\$120	\$145	\$155
Arenal	Liberia	\$183	\$147	\$172	\$182
Arenal	Limon	\$341	\$273	\$298	\$308
Arenal	Mal Pais	\$325	\$260	\$285	\$295
Arenal	Manuel Antonio	\$320	\$240	\$265	\$275
Arenal	Monteverde	\$190	\$165	\$177	\$192
Arenal	Montezuma	\$325	\$244	\$269	\$279
Arenal	Nosara	\$325	\$244	\$269	\$279
Arenal	Peñas Blancas	\$265	\$199	\$224	\$234
Arenal	Puerto Viejo/Limon	\$410	\$308	\$333	\$343
Arenal	Punta Islita	\$318	\$238	\$263	\$273
Arenal	Puntarenas (Hilton)	\$185	\$139	\$164	\$174
Arenal	Punta Leona	\$238	\$191	\$216	\$226
Arenal	Rincon de la Vieja	\$255	\$202	\$227	\$237
Arenal	San Jose	\$185	\$148	\$173	\$183
Arenal	San Jose-Poas-La Paz-Arenal	\$215	\$172	\$197	\$207
Arenal	Sarapiquí	\$140	\$112	\$137	\$147
Arenal	Siquirres	\$240	\$197	\$222	\$232
Arenal	Turrialba	\$310	\$248	\$273	\$283
Arenal	Tambor/Tango Mar	\$300	\$240	\$265	\$275
Arenal	Villa Blanca/San Ramon	\$104	\$84	\$109	\$119

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours Transportation Rates



From Dec-15-2013 to Dec-14-2014

Local Transfers Arenal

To	From	Rack	Net
Arena Zone 1	Arenal Zone 1	\$42,00	\$32,00
Arena Zone 1	Arena Zone 2	\$57,00	\$43,00
Arena Zone 1	Arena Zone 3	\$92,00	\$69,00
Arena Zone 2	Arena Zone 2	\$76,00	\$57,00
Arena Zone 2	Arena Zone 3	\$126,00	\$95,00
Arena Zone 1	El Tanque Airport	\$51,00	\$38,00
Arena Zone 2	El Tanque Airport	\$60,00	\$45,00
Arena Zone 3	El Tanque Airport	\$100,00	\$75,00
Arena Zone 1	Arenal Zona 1 Round Trip	\$60,00	\$45,00
Arena Zone 1	Arenal Zona 2 Round Trip	\$83,00	\$62,00
Arena Zone 1	Arenal Zona 3 Round Trip	\$141,00	\$106,00
Arena Zone 2	Arenal Zona 2 Round Trip	\$114,00	\$86,00
Arena Zone 2	Arenal Zona 3 Round Trip	\$189,00	\$142,00

NOTES

- Prices are for a Nissan Urvan 7 pax.
- Calculate 55% more on a Toyota Coaster 25 pax.

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours



Product & service summary - 2013



Tripadvisor: # 5 of 59 activities in La Fortuna with only 16 months of operation

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours



What is our value proposition?

To offer a world-class canyoning experience, with a differential to what the market has to offer, with the highest standards of quality.

La Roca experience



We are a Costarican adventure company that has been in the tourism business for over 20 year.
We launched La Roca two years ago offering a "one of a kind" canyoning experience.

About us

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com

2013-2014

Sunset Tours



Safety first



For more information please contact
us at:

Tel. +506 2479-9585

Fax. +506 2479-9415

Email: sales@sunsettourcr.com



Experience: As close to nature as you can be!

TEL: (506) 2479-9800 FAX (506) 2479-9415 reservations@sunsettourcr.com