

THE BUSINESS OF INCENTIVES





INCENTIVE TRAVEL BIG BUSINESS IN SA

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will, over the few months, run a series of incentive case studies.

For too long there has been a misconception that incentives are part of leisure travel. This is definitely not the case. Incentive is part of the business events sector as there is a business outcome to any incentive.

The fact remains, incentive travel delegates spend three times more than leisure travellers. This is higher than even a conference delegate who spends twice as much as a leisure traveller.

Incentives are lucrative for any country. Thankfully South Africa remains an “exotic” country to many foreigners. This is beneficial as most incentive organisers are looking for exotic, as well as a luxury product.

South Africa has great potential to further grow its incentive market.

The executive chairman of Dragonfly Africa, Rupert Jeffries, comments: “A group size can be anything from 20- 1 200 people, with the average size group being around 250 people. Southern Africa delivers hugely well for incentive travel because we are a well-polished, sophisticated destination, with top class infrastructure. The short distances involved and the ease of our airports makes it relatively easy to combine more than one destination during the trip. It all depends on budget and number of people, but a typical incentive trip would include 3-4 nights in Cape Town, followed by a private safari, and then perhaps topped up with a trip to see the Victoria Falls. On a worldwide basis, South Africa in particular, is rated extremely highly in terms of trip satisfaction and achievement in delivering the trip of a lifetime, and return visits are quite common, either by the company or by individuals who participated.”



Incentive travel reward programmes have become big business for South Africa.

Top sales achievers from a wide spread of industries – automotive, financial, IT, pharmaceutical, insurance – earn an annual trip, together with their partner, to reward them for their performance and to recognise them in front of their peers.

Sometimes, it’s a once-in-a-lifetime experience for participants.

Business Events Africa, in partnership with the SA National Convention Bureau



DRAGONFLY AFRICA COMPLETES SOUTH AFRICA’S LARGEST EVER AIR CHARTER OPERATION

HOW IT ALL STARTED

In October 2012, Rupert Jeffries and Yolanda Woeke-Jacobs met with the client at IMEX Las Vegas (definitely shows the importance of attending the right trade shows for your market). The first meeting took place more than two years before the actual event happened. We ran through the basic premise of the programme, i.e. one night Johannesburg, two- or three-night safari and then three nights in Cape Town. This format stayed true throughout. Even at this stage, we discussed utilising charter flights as the most suitable transport option. We also discussed different ideas with the client about doing an event of this size in Cape Town, with regard to hotels, function venues and day tours. At the show we introduced the client to a number of other local suppliers who were at the show as well. This was very important as it promoted a strong, united front from South African suppliers and, certainly, installed a sense of confidence in the client that everybody was on board from the start.

The SA National Convention Bureau manages the SA Pavilion at IMEX Las Vegas.

INITIAL BRIEF

We were approached to put forward our best suggestion for a large US company’s annual incentive. The initial brief was seven nights on the ground with approximately 800 attendees arriving from the three major US hubs – JFK, Dulles and Atlanta. As a DMC, we wanted to showcase the best the destination had to offer. In our mind a winning formula for groups has always been Cape Town combined with safari, thus creating a two-centre programme.



**53 charter planes,
118 flights and
160 pilots in just
two days!**



BIDDING PHASE

South Africa was up against a few other destinations, where “one-stop” programmes were suggested, meaning we had to prove that our two-centre itinerary really was the right choice for them. We had to highlight that South Africa offers a once-in-a-lifetime experience, especially with the game viewing and safari inclusions, and at the same time delivers on all other aspects of service.



PLANNING AND OPERATIONS

A non-negotiable requirement from the client was that we had to ensure that each participant had the same level of experience, even though the group was split over 36 camps/lodges throughout the country. It was vital for us to do our research and we had to have the confidence that the safari lodges and hotels we put forward would be able to deliver a similar experience to all guests.



CHALLENGES

- 1 How do we move so many guests effectively and smoothly, with minimal inconvenience to the delegate?
- 2 How do we offer such a large group that exclusive safari experience?

Bearing in mind that even with these big numbers, the programme still had to be a true incentive with all the special touches and elements included.

FAST FACTS

In addition to the safari experience, delegates spent a few days in Johannesburg and Cape Town.



Aircraft

- 118 chartered aircraft
- Six Boeing 737s were also used.



Accommodation

- 680 delegates
- 36 lodges
- 7 nights, 3-night bush stay, 4-night city stay
- 11 concessions
- Total of 5 440 room nights (including city stay)



Transportation

- 124 open air safari vehicles.
- 235 large and small coaches.



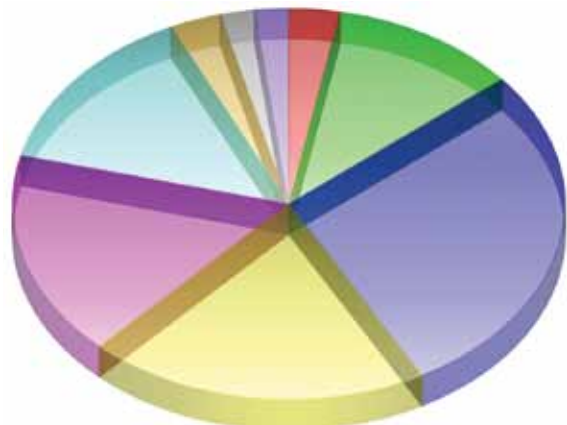
Staff

- 33 staff
- 3 photographers
- 3 ambulances with paramedics
- **Johannesburg:** 55 tour guides
- **Cape Town:** 147 tour guides

CLIENT REPORTBACK

“It was the most remarkable and successful incentive reward programme in our history – and we have been doing this for many, many years. It was so exciting, diverse and well organised. We moved around your wonderful country in a seamless manner. None of our top achievers will ever forget this trip.”

% OF TOTAL EXPENSES BY CATEGORY



- JNB Accommodation 3%
- CPT Accommodation 11%
- Lodges 28%
- Flights (Charters) 20%
- Transport 17%
- F&B & offsite functions 14%
- Flights (Scheduled) 3%
- Other 2%
- Staff costs 2%