

# *South Africa* An Incentive **FOCUS**



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NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*



# SOUTH AFRICA

# An incentive focus

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

**T**OP SALES ACHIEVERS from a wide spread of industries – automotive, financial, IT, pharmaceutical, insurance – are rewarded with an annual trip, together with their partner, to reward them for their performance and to recognise them in front of their peers.

These top achievers are usually very well-travelled and have been all over the world, so their expectations are therefore extremely high. For some, it's a once in a life-time experience.

The **South Africa National Convention Bureau**, in conjunction

with **Site Southern Africa**, explore in this supplement some of the reasons why South Africa is one of the top incentive destinations in the world.

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

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 an exotic, as well as luxury product.

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

The South Africa National Convention Bureau is the "one stop" avenue for information, advice and assistance when it comes to hosting business events and incentives in South Africa.

**Tes Proos**, president of Site Southern Africa said:

"Offering a world of cultural, natural and historical diversity, South Africa is the ideal incentive destination and remains a firm favourite for our main source markets. Enquiries for incentive groups into the region are on the increase and the conversion has shown a remarkable improvement over the past year.

"SITE Source research shows that average spend per delegate is increasing, making South Africa more accessible. Being a long-haul destination, air access and travel time remain a challenge, but the destination continues to excite and attract more groups.

"Lead times for group bookings are increasing and this makes for much better business forecasting."

**Amanda Kotze-Nhlapo**, chief convention bureau officer of the South Africa National Convention Bureau, said:

"South Africa offers a vast array of experiences for incentive travel programmes – be it a "boutique" group of 10 people or mega-corporate of 1 000 people.

"There are unique experiences for small and large-scale groups, making for life-time memories."

"We provide support at every level, using our expertise, strategic planning and destination knowledge to ensure your incentive in South Africa is a special experience ... memorable for delegates and hassle-free for incentive organisers."





## A LOCAL INCENTIVE

# “Pacesetters 2015”

2015 SITE Crystal Award Recipient: Walthers DBS  
*Most Impactful Effort Toward Corporate Social Responsibility as Part of an Incentive Programme*



### Programme Overview

In 2015, American Express Travel and Lifestyle Services recognised the top four per cent of its global producers with an incentive trip to Cape Town, South Africa.

Over 240 “Pacesetters” were invited on the programme, which featured informative business sessions and learning experiences, alongside unique and exciting cultural experiences.

A highlight of the programme was a visit to Langa, Cape Town’s oldest township, where participants were able to engage with locals, enjoy a number of authentic cultural activities, and generously give back to the Cape Town community.

**American Express has rewarded its “Pacesetters” for over 40 years**  
**Represents 4% of American Express employees**

### Effectiveness and Results

The client had three primary objectives for the programme. First, to recognise their top performers and motivate their global team; second, to educate participants on the destination so that they might go on to inspire clients and increase customer loyalty; and finally, to create an environment that would encourage global conversation and the exchange of expertise while recognising cultural differences and exploring a new culture together.

By improving employee satisfaction, motivation, and retention, this event ensured that its employees will continue to maintain a high standard of client satisfaction and will continue to produce referrals through clients, and will continue to perform.

ROI from sales performance improvements far exceeded the cost of the programme, and client developed brand awareness by

driving growth and strengthening local economies.

### The Creative Approach

The DMC and client chose activities that would expose participants to components of South African life and would allow them to interact closely with community members.

A visit to a client-branded wine route, which offered award-winning restaurants, also helped to align the client’s brand with the experience. One of the most creative decisions was to provide each participant with an individual 3G-enabled iPad mini, which they used to post on social media, communicate with family and friends, and share their experiences while participating in the programme’s activities.

Walthers DBS also made creative use of space, transforming Cape Town Stadium into a mini-trade exhibition venue, where sponsors were able to present their products to small groups of participants.

# Crystal Award winners from Africa

South Africa has the proven capability, capacity, and an impressive track record when it comes to the successful hosting of major international business events and incentives.

Over the past 10 years various South African incentive programmes have won Crystal Awards. Dragonfly Africa has had the most wins (five), followed by Walthers (four).

## 2016:

- Walthers DBS (The winners were revealed at a luncheon on November 6 at the SITE Global Conference.)

## 2015:

- Dragonfly Africa
- Walthers DBS

## 2014:

- Crystal Events & Incentives
- Dragonfly Africa

## 2013:

- DeFeest & Eventarchitects - DeFeest is located in the Netherlands, but the event took place in South Africa
- Terra Nova
- Aimia – Although Aimia is located in the US, the event took place in South Africa

## 2012:

- Somewhere in Africa

## 2011:

- Dragonfly Africa
- Walthers DBS

## 2010:

- Terra Nova

## 2009:

- Dragonfly Africa

## 2008:

- Hello Africa

## 2007:

- Impact Incentives
- Creative Incentives
- World of Incentives
- Uwin Iwin
- Walthers/Carlson Marketing Group

## 2006:

- Dragonfly Africa



**240** participants  
**20+** nationalities  
**\$25,000+** Food donations  
**\$75,000+** Monetary impact on the disadvantaged

Presentations were uploaded to participants' iPads, which avoided the need for brochures and printed materials. Participants also wore locally manufactured soccer shirts to enhance the soccer theme.

Moving the exhibition from the hotel to the stadium added variety where business and learning experience sessions could take up half of each available day.

## Programme Execution

Security was an important consideration for the large programme, and timing was crucial in order to maintain security plans. This was made more complicated by four days of rain, which required the organisation to change its venue from the Langa sports fields to the Guga S'thebe Cultural Center and netball courts in central Langa. Despite the need to revise security and other arrangements, participants were not aware that there had been any change in the plan.

Providing all participants with locally-sourced iPads also proved to be a difficult process, as all data purchased in South Africa expires the month following activation. That meant that the iPads needed to be data loaded and ready for the event app within 24 hours of participants' arrival.

Other logistical challenges included catering to participants of more than 20 nationalities, each with different arrival days, dietary needs, and translation requirements. However, Walthers DBS was able to accommodate these requirements to provide a seamless event.



# Incentive destinations

## GAUTENG



The gateway to the rest of Africa, Gauteng province is a sought-after incentive destination and offers many exciting opportunities and experiences for fun-loving travellers.

When it comes to urban experiences, Gauteng is very diverse and has a wealth of shopping, dining and nightlife options.

Johannesburg and Tshwane (Pretoria) are Gauteng's main metropolitan centres, connected by the super-efficient Gautrain, and while they offer the best of city life, they are also very close to nature. There are beautiful eco-reserves, parks and botanical gardens and wildlife options on their doorstep.

Organise a dinner overlooking the Cradle of Humankind and learn about man's origins, take attendees and delegates on a tour that touches on the lives of both Nelson Mandela and Mahatma Gandhi, or try out a quad-biking adventure along the backstreets of Soweto. Pay tribute to the struggle heroes in Tshwane's Freedom Park and hear the story of the continent told the African way.

There are many wonderful opportunities available for the incentive market in Gauteng.

### KEY ATTRACTIONS

- A township shebeen experience
- Apartheid Museum
- Game-viewing in Dinokeng Game
- Open-roof bus tour of Jozi
- Adventures in Soweto
- Maboneng magic
- Voortrekker Monument and Freedom Park
- Tour the town of Cullinan
- Visit the Lion Park
- Montecasino

## WESTERN CAPE



The Western Cape is one of Africa's premier incentive destinations for many incredible reasons. Delegates will be thrilled by the fantastic interactive experiences and activities that are available.

Organise an attendee dinner on top of Table Mountain while the sun sets. Have your group experience some heartfelt kinship by taking a boat trip to visit Nelson Mandela's prison cell on Robben Island. Organise a tour of the winelands on horseback, followed by a fun wine-tasting competition hosted by one of the Cape's famous wine makers.

For teambuilding and adding a bit of action to your incentive trip, attendees can try shark-cage diving in Gansbaai or tracking cheetahs in the Little Karoo.

For outdoor or urban experiences and amazing activities worth sharing with colleagues and friends, the Western Cape is one of the world's most exciting incentive destinations.

### KEY ATTRACTIONS

- Dine on Table Mountain
- A sundowner yacht cruise around the Atlantic Seaboard
- An open bus tour around the Cape Peninsula
- An evening of township jazz
- Whale-watching safari
- Shark-cage diving in Gansbaai
- Visit an authentic San village an hour out of Cape Town
- Winelands with a difference
- Quad-biking in the Knysna Forests
- Paragliding or helicopter flips on the Garden Route

## KWAZULU-NATAL



KwaZulu-Natal is known as the Zulu Kingdom and is a fantastic incentive destination.

Durban is a thriving port city with a multicultural population and world-class facilities, not to mention superb beaches.

When it comes to activities and attractions, there are two UNESCO World Heritage Sites in the province – the uKhahlamba Drakensberg Park and iSimangaliso Wetland Park – in addition to the Big Five wildlife reserves along the Elephant Coast.

When it comes to cultural heritage, great Zulu kings and chiefs are part of the province's history, as is the great humanitarian, Mahatma Gandhi, and those who fought on the battlefields of KwaZulu-Natal.

In the great outdoors, the mix of beaches, mountains and urban life is a winning formula.

Combine all of the above with more than 300 days of sunshine a year and you have one of the country's best incentive destinations.

### KEY ATTRACTIONS

- Dine with the sea creatures at uShaka Marine World
- Take a sundowner cruise on the St Lucia Estuary
- Take a rock-art tour in the uKhahlamba Drakensberg Park – a UNESCO World Heritage Site
- Walk in the footsteps of Mahatma Gandhi
- Visit Zululand
- The Battlefields Route
- Experience the Big Five
- Take an excursion down the South Coast
- Shop up a storm in Durban

## EASTERN CAPE



The dramatic scenery of the Eastern Cape was the background to the formative years of many of South Africa's struggle heroes, such as Nelson Mandela, Govan Mbeki and Robert Sobukwe.

With a rich history that spans many chapters in South Africa's heritage, from the mighty Xhosa chieftains to the turbulent days of colonialism, the trekkers and to the fight against apartheid, it is also a province known for wild adventure experiences and exciting sightseeing opportunities.

With a coastline that stretches over 800 km and with large tracts of unspoilt wilderness, the Eastern Cape is known as a "Big 7" wildlife destination.

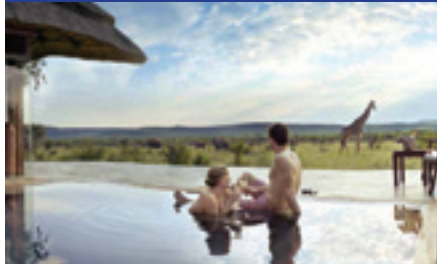
It is here that your delegates can enjoy both bush and beach experiences, as well as the laid-back cosmopolitan atmosphere of Nelson Mandela Bay (Port Elizabeth) and Buffalo City (East London).

From the pristine beaches of the Wild Coast, to the plains of Addo Elephant National Park, and the highest bungee jump from a bridge in the world at Bloukrans Bridge, the Eastern Cape is an excellent incentive and teambuilding destination.

### KEY ATTRACTIONS

- Take a Big 7\* Safari
- Visit the Valley of Desolation
- Bungee
- Horse-riding at Addo Elephant National Park
- Learn to surf in Jeffreys Bay
- Learn about traditional Xhosa culture
- Follow in the footsteps of Madiba
- Take a Township Tour
- Magnificent beaches
- Known as "the Adventure province"

## NORTH WEST



North West province is a wonderful province for the incentive traveller who thrives on variety and adventure.

North West is a rewarding incentive destination that offers exciting wildlife and adventure encounters, as well as the opportunity to participate in a rich cultural and historical heritage.

The extravagant Sun City complex is known the world over as a tourism hot spot. With a number of hotels, casinos, restaurants, golf courses and adult entertainment venues, Sun City remains an icon of fun and entertainment.

Next door to the resort is the Pilanesberg Game Reserve, where visitors can experience the wild African bush just two hours from Johannesburg.

Madikwe Game Reserve is home to the Big 5 and is famous for its wild dog, spotted hyena, cheetah and elephant populations.

Historical Mafikeng is another interesting destination in the province and this metropolitan hub offers an interesting combination of colonial and modern Africa. For something truly local, Groot Marico is a great place to explore the tall tales of legendary writer Herman Charles Bosman.

Hartbeespoort Dam is an option for those who enjoy watersports. The Magaliesberg mountains also offer outdoor activities and adventures, and a great place to take in a hot-air balloon safari.

Rustenburg is the main urban centre in this agricultural heartland – a growing town that was also a host city during the 2010 FIFA World Cup.

### KEY ATTRACTIONS

- The Pilanesberg Game Reserve
- Madikwe Game Reserve
- Sun City
- The Magaliesberg Mountains
- Hartbeespoort Dam
- Groot Marico and Wolwespruit Nature Reserve
- Ann Van Dyk Cheetah and Wildlife Centre

## LIMPOPO



Situated in the far north of the country, Limpopo borders Botswana, Zimbabwe and Mozambique. It is a prime wildlife destination with a host of game and nature reserves, including the northern Kruger National Park, as well as the Mapungubwe National Park.

There is spectacular gameviewing and birding in the province, as well as a mix of African cultures, intriguing folklore and legend and prehistoric treasures.

It is home to the Mapungubwe World Heritage Site, as well as Modjadji, the fabled Rain Queen, and the age-old relics of the Makapansgat Valley.

It is here that the Venda artists live and thrive, and where places like Lake Fundudzi and the Vondo Forest are considered to be sacred.

The birding at Nylsvley RAMSAR Wetland is a magnet for nature-lovers and many golf enthusiasts have the extreme 19th hole at Legend Golf and Safari Resort on their bucket list.

The city of Polokwane is at the heart of the province – a growing urban hub with its sights set on the future, yet with a heart and soul steeped in traditional values.

Limpopo is a fascinating province and delegates will enjoy the wild beauty of the area combined with incredible cultural insights and numerous adventure attractions that will keep them coming back for more.

### KEY ATTRACTIONS

- Kruger National Park
- The Mapungubwe UNESCO World Heritage
- The UNESCO Waterberg Biosphere
- The Modjadji Cycad Reserve
- Bela-Bela
- Private Game Reserves
- Nylsvley Nature

## MPUMALANGA



There is so much on offer for the adventure-loving delegate in the province of Mpumalanga, whose name means “the place where the sun rises”.

There are many exquisite attractions to visit – from the world-famous Kruger National Park to the incredible man-made heritage of the mining town of Pilgrim’s Rest, the spectacular beauty of the Panorama Route (incorporating the Blyde River Canyon, God’s Window, Bourke’s Luck Potholes and Long Tom Pass) and beyond.

Shangana Cultural Village is where the traditions of the Shangaan people are celebrated and explored and a great place for delegates to interact with local people.

In Dullstroom, there is fantastic fly-fishing, and for the brave-hearted, Waterval Boven is known as a top-notch rockclimbing destination.

For those who love history and culture, the Sudwala Caves (known to be some of the oldest dolomite caves in the world) are a sight to behold, while the small town of Kaapsche Hoop with its wild horses is certainly worth a visit, as is the historic town of Barberton.

Mpumalanga is one of the country’s smallest provinces but offers huge natural diversity and a mix of attractions and activities for any group visiting this part of the world.

### KEY ATTRACTIONS:

- The Kruger National Park
- The Panorama Route
- Pilgrims Rest
- The Blyde River Canyon Reserve
- The Sabi Sand Reserve
- Dullstroom

## NORTHERN CAPE



The Northern Cape is one of the more remote provinces in the country, known for its big skies and lunar landscapes. It is home to unique vegetation, wide open spaces and a range of exciting incentive activities.

In spring, visit Namaqualand to see the incredible wild flowers, track a black-maned lion from your safari vehicle in the Kgalagadi Transfrontier Park, and learn all about how to live off the land from descendants of the Bushmen, who made a home for centuries in this harsh and arid climate.

Visit the “Place of Great Noise” – the dramatic Au-grabies Falls – or go white-water rafting down the Orange River (a great teambuilding activity).

Delegates can take 4x4 adventure safaris in the Richtersveld National Park and stay with the Nama people and learn more about their interesting cultures and traditions.

For food lovers there is the Kokerboom Food and Wine Route, where local hospitality is put on show and there are numerous small towns definitely worth exploring.

For a bit of urban action, visit Kimberley, home to the Kimberley Mine Museum and The Big Hole.

This vast province has something to offer the incentive traveller in search of something very different.

### KEY ATTRACTIONS

- The Au-grabies Falls National Park
- The flowers of Namaqualand
- The Ai-Ais Kgalagadi Transfrontier Park
- The Richtersveld Cultural and Botanical landscape
- The diamond town of Kimberley
- The Orange River
- Kokerboom Food and Wine Route

## FREE STATE



The Free State is all about wide open spaces and local hospitality. This province is situated in the heart of South Africa and, when it comes to incentive options as well as pre and post-tours, visitors are spoilt for choice.

From visiting the artists in Rosendal to tasting “boerekos” at the wonderful restaurants in Clarens, exploring the beautiful landscapes of Golden Gate Highlands National Park and taking advantage of all the great watersport adventures on the Gariep Dam, there are countless incentive and leisure activities on offer.

For a spot of inspiration, visit the Basotho Cultural Village. On the other end of the spectrum, take a township tour of Mangaung and get an authentic taste of city life according to the many fascinating people who live there.

Mangaung/ Bloemfontein is the capital of the province and South Africa’s judicial capital. The city is a wonderful mix of history, heritage and modern-day attractions, and no matter where you are from, you will find a warm South African welcome in the Free State.

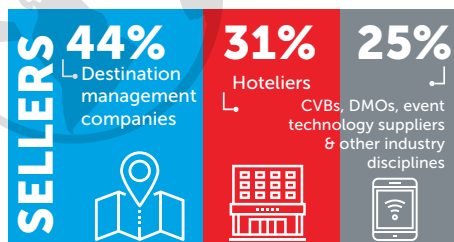
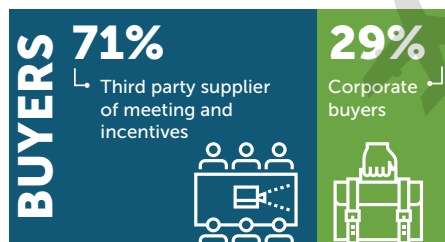
### KEY ATTRACTIONS

- Golden Gate Highlands National Park
- Basotho Cultural Village
- Clarens
- Small- town adventures
- Vredefort Dome UNESCO World Heritage Site
- Mangaung/Bloemfontein
- Road-tripping
- Gariep Dam and Nature Reserve

# The state of the global incentive market

Society for  
Incentive  
Travel  
Excellence

## site Index 2017



\*39% of respondents are located in the United States

As the authoritative analysis and forecast for the global incentive travel market, the SITE Index has continued to evolve with the ever changing landscape of incentive travel. This year's study includes responses from 599\* industry professionals, both buyers and sellers, as well as other interested industry professionals from 62 countries.

The SITE Index 2017 highlights the fluid, complex world of incentive travel impacted by external factors such as the world economy, the potential for terrorist actions, and the political landscape.

### POSITIVE SIGNS

In the next 12 months  
**60%** of buyers plan to increase incentive eligibility (up from 47% in 2016)

**49%** of buyers plan to increase incentive travel budgets (up from 46% in 2016)

### WORLD ECONOMY

It is a complicated world for buyers and sellers of incentive travel. The landscape is in constant motion. Global economic conditions, changing political climates and health and safety fears all serve to further obscure the incentive travel environment. While increased airline costs have the greatest negative impact for buyers and sellers, **concerns over the economy are growing as an issue especially amongst sellers.**

Sixty-seven percent (67%) of sellers and 56% of buyers note the state of the world economy has the potential to negatively impact their travel programmes. This means creativity becomes paramount for sellers to create value amidst economic concerns.



Seventy-six (76%) of sellers report working on greater creativity/innovative event design in order to increase value for their customers.

**CONCLUSION** Incentive travel remains in positive standing, but vulnerable due to variable economic and political conditions, as well as the fact there are few hard metrics to support the value of these programmes.



### ROI TRACKING

In the face of outside challenges, data shows that **99% of incentive programmes are somewhat or very effective in achieving important objectives performance.**

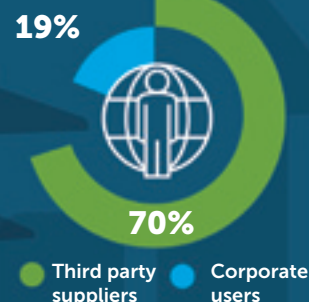
and approximately eight in 10 buyers and sellers believe incentive programmes are a strong motivator of performance.

However, only **23%** of corporate buyers and **24%** of third party suppliers are "always" or "almost always" tracking return on investment (ROI).

The primary reason ROI is not being tracked is a lack of requirement from management.



### DISINTERMEDIATION ("cutting out the middlemen")



*This growing trend may explain why third party suppliers observed a decline in the spending per person for travel incentive programmes.*

This negative view is primarily driven by third party suppliers, **70%** of whom believe the increase of corporate buyers going direct to suppliers has negatively impacted their company, compared to only 19% of corporate users.

To download the full report go to [www.siteglobal.com/siteindex](http://www.siteglobal.com/siteindex)