

Industry: Motor

Group: 42 Motor Dealership employees

Budget: R1-3 million

# DESTINATION: SWAKOPMUND, NAMIBIA

One sure way to keep people focused on earning the top trip reward at the sales incentive finish line, is to give them an interim goal.

Our client needed a regional trip scheduled mid-way through their sales incentive to renew the energy of top trip contenders and inspire those who didn't qualify to try just a bit harder.

Our brief was to put together a weekend trip at a regional destination that was easy to reach, with first-class dining and accommodation, scenic landscapes and extreme activities to challenge an achievement-orientated group. The charming village of Swakopmund positioned between the glittering Atlantic Ocean and the majestic Namib desert, met the requirements.



## The experience

Just a short plane hop away from Johannesburg, Namibia encapsulates the vast contrasts and splendours of Africa, which made it an ideal destination for the extremes of experiences we planned for this group.

**Quad biking** along a 35km route through the Namib Desert, the oldest in the world, was a thrilling morning's activity. A local guide led the group from the Swakop River Mouth down the riverbed, across the desert plains and along the sweeping contours of the sand dunes. It was an exhilarating experience. Or, as one guest summed it up, "Quad biking was over the top".

**Sandboarding** headlong down some of the largest sand dunes on the planet is an extraordinary experience. Kitted out with traditional Swakopmund sandboards and the necessary protective gear, the group had fabulous fun shooting down the slopes.

**Jetty 1905** is a landmark restaurant located at the end of Swakopmund's historical jetty and a perfect spot for refreshment after a morning in the dunes. The menu is pleasantly sophisticated, the

views of the Atlantic Ocean and the picturesque hamlet of Swakopmund are superb. The venue was highly rated by the group.

**A catamaran cruise** on Walvis Bay and across to Pelican Point gave the group a distinctly different perspective of Swakopmund. A rich assortment of birds, seals and dolphins could be spotted from the boat. A large seal colony at Pelican Point provided entertainment, while the group enjoyed a late breakfast of Walvis Bay Oysters and light nibbles served with sparkling wine. It was a beautiful start to the day.

**Dinner in the desert** was a sensory treat in every way. The tables laid with white linen, candlelight reflecting off the canyon walls and the endless starlite sky provided a perfect background for conversation, music and entertainment. It was a perfect close to the weekend.



## Client ratings

From re-planning to itinerary development and travel hosting, the trip received high marks and enthusiastic compliments from our tour group and our client.



ARRANGEMENTS



ITINERARY



AAGROUP TOUR  
DIRECTORS



OVERALL  
EXPERIENCE



DOCUMENTATION AND  
COMMUNICATIONS

## → SERVICES PROVIDED

Our travel team managed every aspect of the trip; from theme and creative design to booking and ticketing, tour management and financial control. Because of our long experience and close relationships with suppliers around the world, we can offer clients a seamless incentive travel experience from start to finish.

### First-class full-service incentive travel

- Planning and strategy
- Destination research and recommendation
- Budget and financial management
- Venue negotiations and booking
- Destination management arrangements
- Travel theme and creative development
- Teaser and functional communications
- Registration website and critical logistics
- Land and air booking and ticketing
- Collateral and travel pack procurement
- Full-service tour management

## Client comments

*"Thank you, I have memories forever."*

*"Everything was just super perfect. I had the time of my life."*

*"Way above my expectations."*

*"Our AAGroup host was great. She was always very helpful and hands on."*

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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