

Industry: Motor

Group: 40 Motor Dealership employees

Budget: R3-5 million

# DESTINATION: SERENGETI, TANZANIA

This magnificent Serengeti adventure was the primary annual incentive travel trip in a series of three that we ran that year for this motor industry client.

The three trips were put out under one tender and we were proud to have been selected to continue our long and successful relationship with them.

Exploring the amazing beauty and matchless wonders of the Serengeti was an experience befitting the exceptional performance of this group of top achievers. And it was a magnificently rewarding trip.





## The experience

The Serengeti is an iconic safari destination, characterised by vast open savannah plains, an abundance of wildlife and historical value as the 'cradle of humankind'. Our group relished every moment of this bucket-list destination.

**Game drives** were a luxury experience in 4x4 vehicles specially fitted with plush individual seats, a refrigerator, inverter for cell phone charging and a pop-up roof for exciting game-viewing moments. The group was treated to a truly out of the ordinary bush adventure.

**The Ngorongoro Crater** is the world's largest intact volcanic caldera and on record as the 8th wonder of the world. Estimated to be 3 million years old, it is today home to the highest density of big game in Africa. Our group took in the expansive views from the crater rim and then descended 610 metres to the crater floor for a full day of game viewing and a spectacular private banquet complete with butler service. Feedback on the day was an enthusiastic 92% excellent rating. Which was expected, for the combination of natural beauty and 5-star guest treatment at this awe-inspiring destination.

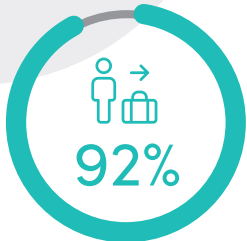
**A Hot Air Balloon Safari** over the Serengeti Plains provided a wide-angle birds-eye view of the enchanting scenery and amazing wildlife that roam the landscape. With not a power line in sight, few fences and fewer roads, this is perhaps the most beautiful spot in the world for a balloon flight. And to complete the experience, the group enjoyed a bush breakfast served under the shelter of an Acacia tree. By unanimous agreement, the experience was a main highlight of the trip.

**The Tree Top Walkway in Lake Manyara National Park** is the first and only such structure in Tanzania. This sky-high adventure is positioned 18 metres off the ground at its highest point and extends 370 metres across the treetops, for a spectacular perspective on the groundwater forest ecosystem below. Well-trained guides offered were on standby to answer questions about the trees, butterflies, birds, monkeys and other wildlife the group spotted.



## Client ratings

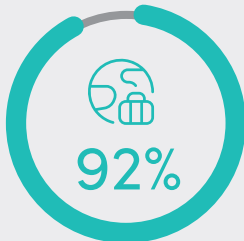
From pre-planning to itinerary development and travel hosting, the trip received high marks and enthusiastic compliments from our tour group and our client.



ARRANGEMENTS



ITINERARY

AAGROUP TOUR  
DIRECTORSOVERALL  
EXPERIENCE

## Client comments

*"We would not have imagined this in a million years!!! It was well organised and well hosted by the team."*

*"What did I enjoy the most? The sights, the animals and most importantly, the people we travelled with and the opportunity to spend time getting to know them better."*

*"The itinerary was hectic, but far surpassed our expectations."*

*"It was the trip of a lifetime."*

## → 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

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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