

Industry: Motor

Group: 54 Motor Dealership employees

Budget: R1-3 million

DESTINATION: ZANZIBAR

Dealership performance is a cornerstone of brand success in the motor industry.

And nothing is more fundamental to great performance than great customer service. Our client needed a resort-style getaway to reward 54 people across their dealer network who had been recognised for customer service excellence.

A luxury resort in Zanzibar met all the client's requirements and impressed this diverse group of motor dealership staff.





The experience

A short flight from Johannesburg, but a world away, The Diamonds Le Gemma Dell Est Resort in Zanzibar is situated on one of the island's most magnificent beaches and surrounded by lush, tropical landscape. Because it's an all-inclusive resort, meals and certain activities are on-site, allowing for a relaxed and worry-free experience for guests.

Zanzibar, known as the spice island, has preserved its rich history and cultural character as a major trading stop on the Indian spice route. The itinerary included a variety of activities selected to showcase the unique character of the island and cater for diverse personal preference: local market shopping, spice tours, water sports, beach time and slow meanders on classic dhow vessels, were some of the most popular choices.

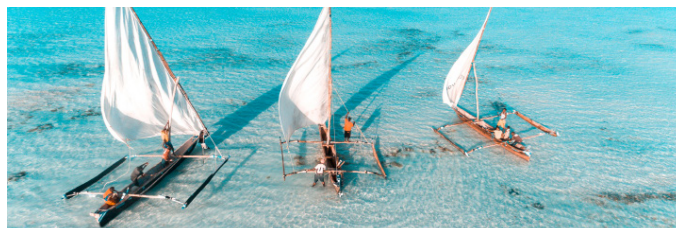
A private dhow cruise at sunset welcomed the group to Zanzibar. Although still very much a part of everyday life on the island, the unique form of this historical vessel added a touch of the exotic to the cruise. On board, the group was treated to a spectacular sunset while sipping chilled drinks and nibbling luscious canapes.

A day excursion to the Pange Sandbank started with a private tour of Prison Island, which as the name suggests, was once used as a prison. Later in the day, the group met the locally vulnerable Aldabra tortoises, snorkelled with tropical fish around coral reefs, strolled the sandbank to view local birdlife and enjoyed a beach barbeque

lunch served in style. It was the most highly rated day of the trip.

Optional excursions allowed everyone in the group to personalise their travel experience. For some, a meander around the shops of Stone Town was a must; for others, no visit to the spice island was complete without a spice tour. We had pre-arranged trusted local tour guides to lead each group. And for those who desired nothing more than extra pampering, we had pre-booked a spa treatment for them at the resort.

An exclusive beach dinner of fresh local fare with live entertainment and dancing marked the group's farewell to Zanzibar.



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



AAGROUP TOUR
DIRECTORS



BALANCE OF ACTIVITY AND
LEISURE TIME RATED

Client comments

"The itinerary was planned to perfection."

"I enjoyed the experience, all the excursions and also meeting new people."

"The AAGroup Tour Directors were friendly, helpful and made the trip pleasurable."

"Best trip. Magnificent!"

→ 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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