

HelloAfrica Inspires Through a Showcase of South African Culture

Crystal Winner: helloAfrica, Cape Town, Western Cape, South Africa

Client: Automobile Financial Services

Program Name: Cape Town and Bush (Thornybusch)



An automobile financial service provider needed an incentive trip to really wow its employees. Looking to both reward them for their success and motivate them to increase sales in the next year, it turned to helloAfrica to plan the sales staff a once-in-a-lifetime experience.

This would be no easy feat. The group was accustomed to high-end events; they were used to being pampered and excellence was not a treat but an expectation. The employees were also an extremely diverse group, coming from all areas of the world, each with their own cultural preferences. HelloAfrica needed to create a program that was both unlike anything the guests would experience on their own and sensitive to cultural differences.

Through creativity, meticulous planning and an excellent understanding of the location, helloAfrica was able to craft exactly such an incentive program. The experience began the moment guests stepped off their aircrafts. There, they were welcomed by VIP meet-and-greet service, assisted through customs and swiftly taken to the hotel by luxury vehicle.

At the luxurious Mount Nelson Hotel, located in Cape Town, every consideration was taken to ensure that all members of the diverse group were comfortable and accommodated. HelloAfrica set up an exclusive hospitality office, which was manned by three staff members from 8 a.m. to 8 p.m. daily. The office assisted guests with any inquiries and arranged additional activities. HelloAfrica also set up translator booths that allowed for simultaneous translation.

On their first night, guests were greeted with a Welcome Dinner. HelloAfrica originally planned to have the dinner at the South African President's official residence, Groote Schuur Estate. However,

the weather was too cold for the venue. Thankfully, helloAfrica had arranged substitute venues for any outdoor locations, knowing the unpredictable nature of South African weather. The dinner was held at the lovely Cape Colony Restaurant. The Nobel Peace Prize laureate, Archbishop Desmond Tutu, was the guest speaker, and a children's choir performed during dinner.

During their stay at the Mount Nelson Hotel, the attendees were entertained and motivated with activities that took advantage of the spectacular location. The group took a trip up Table Mountain, where they enjoyed drinks while taking in a spectacular view. They were transported by helicopters and vintage cars to see the many sights, experiencing the Cape Point waterfront by land and by air. A grand highlight was the "Rainbow Nation" dinner, held at the Castle of Good Hope. Guests dined in a stunning Bedouin tent, set up in the courtyard of the castle, and enjoyed food and entertainment representing the different cultures of South Africa.

After spending three nights at the Mount Nelson, the group was taken by charter flight to Hoedspruit, allowing the guests to experience even more of what South Africa has to offer. For

this portion of the program, the attendees stayed at five different lodges, all of which offered a luxury environment and excellent opportunities for game viewing. HelloAfrica worked diligently to seamlessly coordinate the activities of the guests while they were divided between lodges.

The unique and exhilarating types of activities the guests had enjoyed in Cape Town continued. Guests were taken to a nearby school, where the client sponsored a learning academy that provides disadvantaged youth with professional training. The guests were treated to a welcome by the local chief, lunch and entertainment, and they had the opportunity to experience a taste of their company's community efforts firsthand. The group capped their time in South Africa by embarking on game drives, a fitting end to their exploration of the exotic country.

HelloAfrica exceeded expectations, successfully designing a thrilling event beyond that even this well-traveled group had ever experienced. HelloAfrica expertly managed a diverse group, multiple locations and detailed arrangements with professionalism and creativity. Furthermore, they were able help the client showcase its corporate social responsibility efforts. As the client said, "It truly was a rewarding experience, and we only hope that future destinations...will be able to match the extremely high standards set by helloAfrica." ●