

Oct/Nov 2011

Incentive Travel

Employee retention can be challenging in today's workplace and employers need all the help they can get to retain and motivate staff. Incentive travel provides a great reason for employees to stay with the company and boosts productivity as it recognises and rewards employees, make them feel appreciated and satisfy the need for novelty, physical activity, knowledge and the need to relax away from work. The success of travel as an incentive also lies in its trophy value. Winners can openly talk about their trip without being seen as overly boastful.

Incentive travel programmes also provide a valuable tool for **improving customer relations**. Businesses wishing to build customer loyalty can use incentive travel programmes to reward customers for signing long term contracts - even if your price is slightly higher than the competition. Repeat sales and long term relationships build customer loyalty.

Incentive travel is **more than just a vacation**. The program normally starts a year or two earlier, with qualification parameters and promotional campaigns, culminating in the trip-of-a-lifetime.

The smooth delivery of the trip is one of the most important factors, winners must feel extremely pampered with every detail and every need anticipated and taken care of. A well designed and implemented program is a must from start to finish.

Duma ICE a division of Duma Travel will help you to design and implement unforgettable travel incentives that deliver true measurable results. Comprehensive solutions, based on your strategy, create impact that lasts far beyond any single event.

To implement an incentive travel program consider the following:

Planning

- Identify your **incentive goal** and the achievement that you will be rewarding
- Consider the **budget**. Keep in mind that the budget should include promotional marketing, comprehensive travel packages, room gifts, sponsored group activities, administrative costs and gratuities.
- Decide on the **winning qualifications** and the duration required to reach the goal. The qualifying period is a key component of a successful incentive travel program.
- Choose if the reward will be for a **group trip, individual trips** and if partners will be included.
- Appoint your Incentive Travel Company

Implementation

- The incentive company will deal with all the **vendors, suppliers and services**. Deposits and scheduled invoices will be presented for payment during the period leading up to the event.
- Implement a **comprehensive incentive travel promotional campaign** to launch the trip and the parameters to win. Participants need clarity on what they can win and how they can win with clear goals, numbers and time frames. **Motivational gifts** throughout the qualifying period and informative and motivational e-mails play an important role. A **dedicated website** with program details, itinerary, and information about the destination and for tracking progress will further contribute to the success of the campaign.
- At the **end of the qualifying period winners** will be chosen and announced and destination information and pre-trip paperwork will follow. Trip details are finalised and winners receive their travel documents and detailed itineraries.
- Small **groups** normally have one tour manager and activities are small and intimate. Larger groups will have two or more tour managers and the perception of being a VIP is reinforced. Throughout the tour manager plays an important role, they are the experienced on-site person who ensures that challenges such as lots luggage, schedule issues and special requests are handled behind the scenes.

Airline News

SAA introduces business class to Livingstone and Victoria Falls

SAA will introduce a business class cabin on flights between South Africa and Livingstone and Victoria Falls, effective November 1 and December 1, respectively.

The airline has introduced a business-class fare and certain economy-class fares have been adjusted as a result of the change.

Zambian airports renamed

ZAMBIA'S Lusaka, Livingstone and Ndola international airports have been renamed, effective September 27. Lusaka International Airport is now called Kenneth Kaunda International Airport in honour of the country's first President, Dr Kenneth Kaunda.

Livingstone International has been renamed Harry Mwanga Nkumbula after the ANC leader; and Ndola International Airport is now called Simon Mwansa Kapwepwe International Airport after the United Progressive Party leader.

The airport codes will remain the same.

Velvet Sky plans to go regional



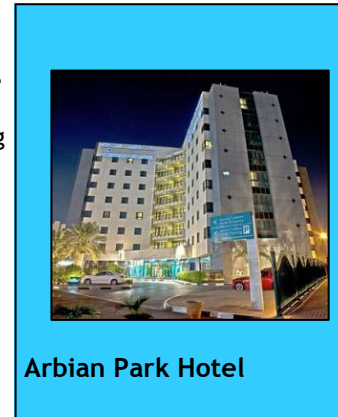
Leisure specials



Shakama Private Game Lodge & Spa

VELVET Sky has announced plans to expand regionally. The airline hopes to start its expansion with flights to Mozambique, followed by Zimbabwe and Zambia but said the decision would depend on which country was quickest to finalise agreements with the airline. The airline is considering partnerships with the national airlines of some countries. Agents have expressed support of the airline's plans for regional expansion, also calling for services to Indian Ocean destinations Zanzibar and Madagascar.

• Domestically, Velvet Sky has announced new flight schedules between Cape Town and Durban, Cape Town and Port Elizabeth, and Durban and Port Elizabeth. According to the published schedules on the airline's website, these services will start on November 4, with more flights to be added on November 6 and December 2.

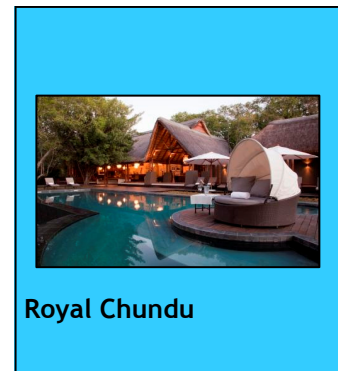


SAA now flying 3 times a week between Johannesburg and Ndola, Zambia's copper mining capital.

BA

This week British Airways has added a new frequency from Johannesburg to London:

The 3rd JNB-LHR rotation is:
BA34 JNBLHR departing JNB at 07:40 and arriving LHR at 17:50 on TUE/FRI/SUN
BA33 LHRJNB departing LHR at 18:05 and arriving JNB at 06:10 on MON/THU/SAT



General News

Southern Sun Grayston

Southern Sun Hotels' lease in respect of the Southern Sun Grayston Hotel expires on 30 November 2011. Southern Sun has been in protracted negotiations and it appears highly unlikely that the Southern Sun Grayston Hotel will continue trading beyond 30 November 2011. Guests have a choice of 7 hotels in the Sandton node. Southern Sun remains committed to expanding its portfolio and are currently evaluating opportunities.

Green light for bridge

Construction of a bridge linking Hong Kong, Macau and mainland China has been given the green light following a legal challenge. China's state news agency, Xinhua reported that a court in Hong Kong has ruled that the development could proceed, after an environmental permit for the bridge had initially been turned down. The bridge is being built across the Pearl River Delta, linking Hong Kong and Macau with the city of Zhuhai, in Guangdong province.

Floating tour bus launches in Amsterdam

PASSENGERS with at least five hours to wait at Amsterdam's Schiphol Airport now have a new, entertaining and amphibious option, the Floating Dutchman. The service is a cross between a bus and a boat and drives tourists from the airport to the city, enters the water at a specially-built 'Splash Zone' to give passengers a floating canal tour and then returns, via the highway, to the airport. Tours last two hours and 45 minutes and are offered three times a day. Tickets cost about 39 Euros for adults and about 19.50 Euros for children. Booking online offers a 10 percent discount.

Heathrow better prepared for winter weather

HEATHROW has published an update on its Winter Resilience Programme detailing the progress being made to ensure the airport is better prepared in the event of extreme winter weather.

Improvement highlights:

- Tripled the number of vehicles available for snow clearance compared to December 2010, with a total fleet of 185 vehicles.
- Increased the total number of staff available for snow clearance from 117 to 468 per shift.
- Introduced a new 'Reservist' role which will see up to 950 non-operational staff deployed to terminals to help passengers during disruption.
- Agreed with airlines, NATS and ACL (the company responsible for allocating slots at Heathrow) a new process for managing the necessary flight cancellations during disruption so that passengers receive more timely and accurate information about whether their flight is operating.
- Initiated plans for a new airport control centre.
- Improved the support and information we provide to passengers during disruption.

DUMA TRAVEL is moving into the "cloud"!

Duma Travel is upgrading its existing IT platform and will be migrating to its own VPN or virtual private network.

"This decision will allow us to make use of the latest developments in cloud computing" says Themba Mthombeni the CEO of Duma Travel.

"It will be beneficial to our clients as it will enhance our service delivery. Some down time might be experienced in the next few weeks, we appreciate your understanding and support and apologise for any inconvenience that this might cause."

Duma Travel looks forward to servicing you in future through the cloud!

Travel specials

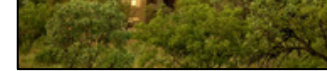
Shakama Private Game Lodge & Spa*****

Bela Bela (Limpopo)

R3 500 for 2 people sharing for 2 nights and includes:

- Accommodation
- 2 course dinner, breakfast, lunch and afternoon tea
- A 3rd night can be added at a reduced rate of R 1500 per couple/suite





Valid to 15 December 2011

Arabian Park Hotel*** **Dubai**
from R8 150 per person sharing and includes:

- Return flights to Dubai on Etihad Airways from ORTIA
- Return airport-hotel transfers
- 3 nights accommodation with breakfast daily
- Dubai tourist visa for SA passport holders
- WAFI Welcome pack with 30% discount vouchers which can be utilized at 12 dining outlets
- Free shuttle transfer to the beach, museum, Burj Khalifa and WAFI shopping mal as per the hotel's schedule



Valid until 22 December 2011

Royal Chundu**** **Livingstone**
from R8 913 per person sharing and includes:

- Return flights to Livingstone ex Johannesburg
- 3 nights accommodation in a standard room
- Return airport hotel transfers
- Breakfast, lunch and dinner daily
- Daily sundowner river cruise
- 15 min de-stress neck and shoulder massage on check-in
- Package valid for SADC residents only
- Block out applies from 20 December 2011 to 10 Jan 2012



Valid to 31 March 2012

Helpful advice to ease your minds when dealing with forex?

- Travellers should check with their banks to ensure they have funds in the most appropriate form for the countries to which they are travelling.
- Travellers should always have enough cash in the appropriate currencies to cover incidental expenses, such as taxi fares on arrival at their destinations.
- Ensuring travellers have the right currency is particularly important as travellers do not want to pay twice to change currencies. Some exchange facilities overseas charge well above South African rates to change currencies.
- Avoid using personal or business credit cards for overseas travel.
- Using a credit card to draw cash overseas is very expensive, particularly in a volatile exchange rate and high interest rate environment.
- It is prudent to consider ATMs, which are available at all major tourist areas and which offer competitive exchange rates with clearly listed ATM access charges, if applicable. There is no need to worry about complicated currency conversions. Typically, travellers will get a competitive rate, which is calculated automatically. The conversion rate and any fees will be clearly shown on the traveller's regular bank statement or passbook, in their home currency.
- Be aware that all money changers will charge a nominal rate for changing cash to local currency.

Sometimes these charges are built into the exchange rate, so travellers should be on the lookout for unfavourable rates.



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