



Case Study: Acts of God

On February 27, 2000, a CNN headline read: **Flooding Devastates Southern Africa.** It was a ruinous event that destroyed homes, property and lives.

Within five weeks of that headline, 400 top performers from a major national company were scheduled to depart from all over the United States on the trip of a lifetime to South Africa. The highlight of the trip was a three-night stay in the bush, a chance to see the real Africa. But the floods had washed out 25 rooms at the Sabi Sabi River Camp and sections of railroad track in Zimbabwe, both of which were critical to the itinerary of the incentive program.



Immediately upon learning about the floods, we went into action to replace the lost accommodations. Relying on our strong relationships with in-country suppliers, we set about finding rooms that would be appropriate for the qualifiers who had earned this first class reward. We found several small groups of rooms – 5-7 each – and were able to secure them for the same three nights we were scheduled to stay in the bush.

The top ten qualifiers had also earned an extension to Victoria Falls by way of Rovos Rail – The Pride of Africa, and one of the most luxurious trains in the world. But the flood had washed out large sections of rail track and we were forced to make other arrangements. We found a chartered air service that could accommodate the group in all Business Class seating to fly us over the damaged track section and arrive in Victoria Falls.



Our experience and the relationships we have built over the years with airlines, hotels, restaurants, DMCs and transportation suppliers ensured that those 400 winners had an experience they will remember the rest of their lives.

