

case study

Dreams

Group Incentive Expedition

The Brief

Dreams are Britain's leading Bed Specialist, with over 200 bed superstores nationwide. They deliver thousands of beds every week right across the country and with such a busy and successful sales force, the Dreams Management Team needed to find a suitably impressive incentive & reward programme which wouldn't only recognise the achievements of their key performing staff, but give them experiences and memories that would last a lifetime.

As well as the events and experience itineraries of the trip, Giles Travel managed all travel and accommodation negotiations and booking and our local representative accompanied the group for the duration of the trip. Custom itinerary booklets, contact cards for relatives and bespoke designed luggage labels, pre-completed with traveller and flight details, added the finishing touch to our service delivery.

The Solution

The Giles Travel MICE team put together a number of proposals including Hong Kong, Washington, Nile Cruise and South Africa. The appeal of the beautiful city of Cape Town and adventure of the African safari won the day.

With 2 nights in Cape Town, the Dreams group of 23 travellers enjoyed a welcome brunch on Signal Hill overlooking the city, a sunset cruise, Harley Davidson drive to Table Mountain, the chance to win a diamond and a jet boat tour across the Bay.

They then flew up to Johannesburg and across the malaria free Pilanesburg Reserve to enjoy 2 nights in a private game reserve, enjoying the thrill of the game drives and a private evening braai under the African skies in the middle of the bush, complete with entertainment by an African warrior band.

After visiting an elephant sanctuary on their way back to the airport, they flew back to the UK with great memories of Africa.

The Results

In a nutshell, a thoroughly successful and enjoyable group event. Here's what Dreams had to say about working with Giles Travel:

"Giles Travel are, in a word, professionals.

The detail sent in the quotation was very impressive and helpful. They are well presented, any research or background has usually been found and the end result is presented in a format that is easy to understand. The team is happy to take instruction from my PA or Direct report if I'm busy so good relationships have been built.

I also like the peace of mind that comes from having a guide at our destination for the duration of the trip. And support at the airport to ensure everything goes smoothly."



Suzanne Taylor
Board Director | Resources
Dreams PLC

