

South Africa ranks number one with 94% of Starwood sales staff

South Africa was voted the destination of choice by 94% of Starwood Hotel and Resorts global sales divisions. Every year as part of the Global Sales Incentive programme an overseas trip is organised for the top 132 salespeople within the Starwood Group.



Last year an all-expense paid trip to Bali was the incentive but this year South Africa was on the radar simply for one reason - experiencing city life and the bush all in one trip. This is something that can only be experienced in a very few places, South Africa being the prime choice.

Cape Town was the host city for this year's Global Incentive trip and The Westin Cape Town was the host hotel for three of the nights. 132 delegates plus partners descended last week for a trip of a life time.

Rob Kucera, general manager of The Westin Cape Town comments, "We're thrilled to have hosted the Starwood delegates from across the world, and know that for almost all of them this was their first time stepping onto South African soil. They've seen the best of what this beautiful city has to offer which has been vital, because they can now sell Cape Town as a destination which is beneficial for the industry."

The influx of activities planned included shark cage diving, abseiling off Table Mountain, wine tasting and the last two days were spent at Kruger National Park, soaking up the South African sun and showcasing the Big-5.

"The Starwood Global Incentive trip was the perfect opportunity to showcase not only what South Africa has to offer but also that Cape Town is very much considered one of the top destinations to visit," ends Kucera.