

site



CRYSTAL AWARDS



EMECO TRAVEL EGYPT

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: AFRICA / MIDDLE EAST

PROGRAM NAME AMWAY THAILAND DIAMOND INVITATIONAL IN EGYPT

CLIENT AMWAY THAILAND



site



CRYSTAL
AWARDS



“Emeco Travel is thrilled to win this prestigious SITE Crystal Award. This recognition is a testament to our unwavering dedication to excellence in the destination management industry in Egypt, where we’ve proudly led for over 48 years. Our collaboration with Amway Thailand exemplifies our commitment to crafting unforgettable experiences. This program not only celebrated their achievers but also showcased Egypt’s vibrant potential as a top-tier destination for incentive travel. This also marks a pivotal moment for Egypt, as we aim to set a new standard for excellence by bringing home the first SITE Crystal Award for our destination.”

- Elhamy Elzayat, Chairman & CEO, Emeco

Above-and-beyond brilliance led to a milestone achievement for Emeco Travel, with an Amway Thailand incentive resulting in the first SITE Crystal Award presented to Emeco’s Egyptian-based team.

With 160 participants arriving in January 2024 to explore Cairo and Luxor, Egypt, Emeco Travel meticulously designed a program that recognized, rewarded, and motivated top-performing “Amway Business Owners” via a truly once-in-a-lifetime experience.

One of the most jaw-dropping experiences Emeco delivered was a celebration dinner at the Pyramids of Giza. Participants arrived just before sunset, enjoying this stunning setting that was entirely privatized for Amway throughout the evening.

Emeco offered exclusive access to other sites throughout the program as well, delighting Amway qualifiers with early access to a museum whose doors hadn’t yet opened to the general public for visits; an exclusive visit to Karnak Temple in Luxor, complete with a private sound and light show; and private visits to the tombs of ancient pharaohs.

In fact, Emeco was even able to defy the elements of nature! After taking the group on a chartered flight from Cairo to Luxor for the second half of their program, Emeco worked with a host of local partners and regional authorities to transform traditional “feluccas,” small sailing boats, into lunch cruise vessels, for a relaxing afternoon on the Nile.

When Emeco’s advance team realized there was no wind that day to drift the boats along, however, the DMC brought in back-up tugboats that were able to pull the feluccas and keep the lunch onstream. Emeco also

coordinated in advance with the Governorate of Luxor to get special authorization to use the boats as restaurants.

It’s also the less glamorous — but equally important — details that made this an award-worthy effort for Emeco. The DMC implemented a dual guide system, for instance, that allowed participants to tune into both an English-speaking Egyptologist guide and Thai tour leader to ensure no one missed a single cultural detail.

Emeco also used their strong in-destination relationships with food & beverage partners to integrate Thai sauces and spices the Amway team brought with them. Emeco even gained access to a venue’s kitchen one evening to prepare a special surprise traditional Thai dish to include on the menu.

Amway immensely appreciated the results of Emeco’s immersive approach and thoughtfulness. This incentive, which aimed to motivate participants and drive sales, in addition to creating an enthusiastic and energetic environment that would solidify bonds, earned an unprecedented 94 percent satisfaction score from Amway qualifiers.

Amway Thailand has also seen a significant increase in sales as a result of the program and reported increased employee motivation and loyalty, too.

Participants continue to share positive memories and experiences from their time in Egypt, thanks to Emeco’s outstanding ability to deliver an unforgettable experience for these Diamond achievers.



Emeco Travel would also like to thank The St. Regis Cairo Hotel, Hilton Luxor Resort & Spa, and the Cairo Marriott Hotel & Omar Khayyam Casino for helping support this award-winning program.