

In July 2005, terrorist attacks struck London, the destination for the US-based ADP Presidents Club incentive trip which was scheduled for the following month. This case-study investigates the challenges faced by the incentive travel house and the inbound tour operator, Spectra, in firstly persuading the ADP Presidents Club not to cancel the trip, and secondly in ensuring the safety and security of the participants while they were in London. The client company needed to be convinced that Spectra had an effective contingency plan in the event of another terrorist attack, and they were particularly concerned about the movement of the 2,000 participants around London and during their excursion to Paris.