

Industry: Motor

Group: 30 Dealer Principles

Budget: R1-3 million

DESTINATION: LAPLAND, FINLAND

Travel incentives are common in the motor industry, particularly at the executive level.

So, when our client needed to impress a group of seasoned travellers with a new and exciting destination, we had just the place.

This trip to Lapland, Finland scored 100% with 30 discerning vehicle franchise executives and dealer principles who had exceeded sales targets. And it was an incentive travel experience like no other.





The experience

Lapland, situated in the northernmost part of Finland, is a region of extreme contrasts. With 24-hour sunlight in summer and 24-hour darkness in winter – illuminated only by the Northern Lights – Lapland promises to fulfil the ‘once in a lifetime’ aspirations of many incentive travellers. It did not disappoint.

Ice swimming, dog sledding, snowmobiling across the frozen Gulf of Bothnia, rally car racing on ice, sleeping in an igloo; these were the highlights of an itinerary designed to awe this group of adventurous, competitive high-performers.

A day trip on snowmobiles tested driving skills across frozen lakes, through deep forests and down mountains of fresh powder snow. It was a day of raucous good fun.

Rally car racing across on a frozen lake peaked the competitive spirit and professional passions of these motor industry executives.

Ice swimming in the Gulf of Bothnia was a wild new experience. Everyone suited up and took the plunge.

Cruising on the Arctic Icebreaker Sampo was an awesome sensory experience. The roar of the ship crushing a path through the frozen sea was a sight and sound to be remembered



Client ratings



ARRANGEMENTS



ITINERARY



AAGROUP TOUR
DIRECTORS



OVERALL
EXPERIENCE

Client comments

"As always from start to finish the service received from AAGroup was amazing. To all members of the team thank you so much for all your efforts and attention to detail which contributed to making this one of the best incentive trips ever."

"The itinerary was extremely well thought out and the dealers rated the day of the snowmobiles as one of the best days of their lives."

"All possible problems were dealt with before they could happen."

"Once again, the Achievement Awards Group tour directors were spectacular. They really have built up amazing relationships with the team."

→ SERVICES PROVIDED

Our travel team managed every aspect of the trip; from theme and creative design to booking and ticketing, tour management and financial control. Because of our long experience and close relationships with suppliers around the world, we can offer clients a seamless incentive travel experience from start to finish.

First-class full-service incentive travel

- Planning and strategy
- Destination research and recommendation
- Budget and financial management
- Venue negotiations and booking
- Destination management arrangements
- Travel theme and creative development
- Teaser and functional communications
- Registration website and critical logistics
- Land and air booking and ticketing
- Collateral and travel pack procurement
- Full-service tour management

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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