

Industry: Motor

Group: 41 Channel Partners

Budget: R3-5 million

DESTINATION: MILAN, ITALY

Many of the top travel rewards we plan for our clients include brand experiences of some description.

It might be attending a new product launch at a 5-star resort or touring a local manufacturing plant. Or, if the client happens to be a luxury motor brand with an F1 racing car, it could be a trip to the Italian F1 Grand Prix.

For this group of top trip winners, our client requested an itinerary that combined the thrill of F1 racing and the elegance of Milan. Every detail of the trip was meticulously planned to reflect the quality and luxury exemplified by the brand and required by our VIP guests.



The experience

Milan, Italy's second largest city after Rome, is a sprawling, fast-paced urban centre of vast historical richness and ultra-contemporary flair. Best known for fashion, finance and football, Formula 1 racing at Monza also features prominently in the cultural life of the city. On this trip, our VIP guests enjoyed 5-star treatment in one of the most vibrant, stylish cities in Europe and prime viewing at the famed Italian F1 Grand Prix.

Walking tour of Milan. The best way to get the pulse of any city is on foot, so a walking tour of the city's best-loved landmarks was a must. The group strolled the Piazza del Duomo, and explored the massive, multi-spired Duomo, the city's largest Gothic cathedral. A visit to the Teatro alla Scala, one of the world's premiere opera houses, offered a glimpse into the cultural heart of Italy. And no visit to Milan would be complete without a stop at Galleria Vittorio Emanuele II. This magnificent 19th century 4-story iron and glass arcade is Italy's oldest shopping mall, replete with luxury wares of every description. For the die-hard shoppers in the group, it was an eye-watering experience.

F1 Grand Prix at Monza. Monza, situated just north of Milan, first hosted the Italian Grand Prix in 1922, making it the oldest circuit on the F1 calendar. For our group, the buzz started on the day of the qualifying races from prime seats in the Laterale Sinistra, a position with outstanding views of the Main Straight and Pit Lane, the circuit's first and last turns and the start-finish line.

On race day, the atmosphere was electrifying, beginning with the fan walk from the transportation drop off point to the stands. The group was swept up in a throng of excited fans making their way to the circuit with much cheering, flag waving and singing of the Italian

national anthem in full voice. It was just the start of what would be a day of cheering crowds, roaring engines and the non-stop adrenaline rush of F1 racing. The company car didn't win this one, but it was still a thrilling brand experience to remember

Lake Como excursion. Just a short 40km trip from Milan, but a world away, Lake Como is the most popular of the five lakes that make up Italy's Lake District. The group boarded a private boat and slowly meandered on crystal blue water under vast open skies past picturesque villages surrounded by lush Alpine hills. It was an awe-inspiring journey through a landscape that has been admired – revered even – since ancient Roman times. The day held more magic, as lunch on Lake Como Island awaited.

Lunch at La Locanda dell'Isola Comacina. Renowned for its stunning location on the uninhabited Lake Como Island and reachable only by boat, dining at Locanda dell'Isola Comacina was a truly unique experience. The set menu, unchanged since 1947, offered up a rustic feast. This, combined with the homespun floor show and display of local mealtime rituals was like nothing our group had ever experienced. There was unanimous agreement on a 100% excellent rating for the day's activities.



Client ratings



ARRANGEMENTS



ITINERARY



AAGROUP TOUR
DIRECTORS



OVERALL
EXPERIENCE

Client comments

"This was a fantasy tour experience. Excellently planned and perfectly executed for a magical experience. Definitely embossed in a life-long memory."

"The itinerary exceeded my expectations."

"The AAGroup Tour Directors were fabulous. Always willing to help, always there for you when you needed them."

→ 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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