

Industry: Motor

Group: 55 Channel Partners

Budget: R3-5 million

DESTINATION: MONACO, FORMULA 1 GRAND PRIX

Measuring the direct financial benefit of a channel sales incentive is a straight forward calculation that's considered in developing the program formula.

There's no comparable metric for the top travel reward, but the business benefits can be significant. This trip to the Formula 1 Grand Prix was extraordinary, both as a bucket list event and as a conduit for building brand relationships and loyalty.

The incentive program behind this trip was unique in that it included sales employees across several of the client's brands and divisions. This made for a diverse group of first acquaintances who readily bonded as a cohesive force, waving the brand flag and cheering the company's F1 race car.





The experience

The Grand Prix main event promised thrills and excitement, but cruising from Rome to Monaco on a 5-star luxury yacht made this trip the stuff that channel sales incentive legends are made of. From meticulous service to attentive hosts and behind the scenes access to the F1 pits and racing operations, it was a VIP experience all the way.

The Wind Surf Yacht, docked in the port of Civitavecchia, Rome would be the group's transport to Monaco. With capacity for 312 passengers, the vessel is the largest sailing ship in the world, complete with several restaurants, fitness and spa facilities, swimming pools, hot tubs and a welcoming crew. It was a comfortable base for the next 6 nights.

The first segment of the cruise itinerary was a slow meander from Rome to Portoferraio to Portofino, Italy, anchoring for the day in each port. The group was free to disembark, explore the charming local villages and experience the vibrant nightlife. And those who preferred a day of leisure remained onboard to relax by the pool, enjoy water sports and take in the evening's live entertainment. The itinerary allowed for a lot of personal leisure time which the group appreciated, based on feedback comments such as, "Loved time at leisure!" and "I enjoyed having my own time to do what I enjoy."

From Italy the group cruised to Cannes and spent the day exploring the glamorous French Riviera. And with the Cannes Film Festival in full swing, they had plenty of star-spotting opportunities as they toured the town. Guided excursions were available to local museums and historical sites. The ship launched at midnight and the group awoke to a busy pre-race day in Monaco.

Grand Prix day one was the beginning of a thrilling 2-day Formula 1 experience from the well positioned Grandstand B; situated right in the heart of Monaco, across from the famed Casino de Monte Carlo and the sweeping city harbour crowded with luxury yachts. One of the best vantage points on the track, Grandstand B offered a wide angle view of the action and a close up experience of the awesome speed and razor sharp movements of the vehicles. It was also a perfect spot to watch the spectators on the yachts enjoying their eye-level view of the race.

Grand Prix day two was spectacular for reasons no one anticipated. Although the group proudly cheered the company's car at every pass, there was little hope the driver would recover from an overall lethargic F1 season. So, imagine the shock, surprise and elation when he made a bold comeback and took the Cup. It was truly a brand bonding moment, accentuated by the grand chorus of horns and sirens blasting from the harbour as our winning car crossed the finish line. It was spine-tingling.

The next stop was St Tropez and then Nice where the group spent the last days of the trip exploring more of the French Riviera before heading home. It was truly the "once in a lifetime" trip that will be remembered and recounted for many years to come.



Client ratings



ARRANGEMENTS



ITINERARY



OVERALL EXPERIENCE

Client comments

“From the day the winners were announced, we just sat back and AAGroup took over, creating a special guest experience before we even began the trip.” [Marius]

“It was the most amazing leisure holiday and an amazingly planned VIP experience. We spent the days at our own pace and chose our own activities. We never had to think about anything and lived the dream, with our AAGroup hosts taking care of all the details.” [Marius]

“The sense of gratitude we felt for this experience still motivates us today.” [Marius]

“This was truly a treat and a wonderful holiday because it was so relaxed with no deadlines and changing to different hotels.”

“As much as the race was the highlight, waking up at a different port everyday was epic.”

A big highlight was the Grand Prix and it was nice to meet so many new faces. I have good memories”

“The food most definitely was a highlight of the trip and waking up every morning in another port. I also enjoyed being able to socialise with colleagues without talking work.”

→ 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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01.01.2021

