

Industry: Motor

Group: 48 Dealer Principles

Budget: R3-5 million

DESTINATION: MOSCOW AND ST. PETERSBURG, RUSSIA

Group incentive travel is no small investment and value outranks cost when choosing a partner.

So, we were proud to win the tender for this client's three annual group incentive travel rewards. We were given one budget for three trips at different incentive tiers. This is when industry experience, knowledge and close relationships deliver success.

Russia was chosen as the top trip destination and a tour of the country's most historical and spectacular cities: Moscow and St. Petersburg. It was a first-time destination for these experienced travellers and the trip exceeded their high expectations.





The experience

Moscow and St Petersburg offer unsurpassed luxury; from 5-star hotels to fine dining experiences and breath-taking grandeur at every turn.

The itinerary balanced cultural activities with relaxed sightseeing, personal leisure time and evening entertainment that perfectly suited our group of dealer principles and their partners.

The Ritz Carlton Hotel, Moscow, a combination of 19th Century classical design and 21st Century amenities, set the tone for what would be a memorable immersion in the cultural and historical richness of the city. The group was welcomed to Moscow in grand style with dinner at the hotel's rooftop restaurant. With its cosmopolitan elegance and impeccable service standards the experience rated 100% in the trip feedback.

A guided Moscow sightseeing tour took the group to scenic photo vantage points on the outskirts of town. A walking tour around Red Square included a stop at the famous GUM department store and a visit to the Memorial Space Museum. The day was planned as an introduction to historical and current Russian life and culture.

The Moscow River cruise offered a relaxed view of the city's main sights and a wide-angle perspective on its fabulous architecture, including the Kremlin, the White House, Moscow University, and a host of ornate cathedrals.

Fine dining and Moscow night life were big highlights of the trip for this group. And feedback comments suggest they took as much pleasure in the extraordinary food and service, as they did in the camaraderie and shared experience.

A Russian jeep safari offered a thrilling afternoon's activity of off-road driving in jeeps custom-built for charging through rugged landscapes. The group drove in teams, with prizes awarded at a barbeque lunch.

In St Petersburg, a guided tour of the Hermitage Museum featured the highlights of this vast collection of international masterpieces. Built by Catherine the Great in 1764, the museum includes 6 ornate buildings along the city's Neva River and is a living testament to the glories of Russia in her prime.

A guided tour of Catherine Palace, the summer home of Russian tsars, was an extraordinary journey to another place and time. This guided visit was rated very highly by the group.

The Belmond Grand Hotel Europe in St Petersburg continued the precedent of luxury accommodation set by the Ritz Carlton in Moscow. With its combination of timeless glamour, modern amenities, and first-class service it was a fitting venue from which to close the trip.



Client ratings



ARRANGEMENTS



ITINERARY

Client comments



"Great balance between activities and leisure time.

"The trip was well organised and planned. Everyday had a surprise."

"Our Tour Directors could anticipate any problem and deal with it swiftly. They were 'can do' hosts."



→ 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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