

**Crystal Winner:** *Incentive Destinations Pvt Ltd, India*

**Client:** *Delta Lloyd Life Insurance*

**Program:** *“The Himalayan Kingdom”*

**Partner:** *Destination Unlimited*



## Incentive Destinations Inspires Delta Lloyd Brokers with a Himalayan Adventure

Annually, the Dutch insurance company Delta Lloyd Life rewards top-performing insurance brokers that achieve specific aggressive targets with an exciting, activity-filled motivational program in an exotic location. In order to stay top of mind and inspire greater levels of performance in a very competitive environment, Delta Lloyd hired incentive house Destination Unlimited who set to work with DMC Incentive Destinations to design a motivational experience that was ‘beyond all expectations.’

The team proposed a reward trip to the Himalayan kingdom of Nepal. Wedged between the high wall of the Himalayas and the steamy jungles of the Indian plains, Nepal is a land of snowy peaks and Sherpas, yaks and yetis, monasteries and mantras. Ever since Nepal first opened its borders to outsiders in the 1950s, this tiny mountain nation has had an irresistible mystical allure for travellers. Offering a cornucopia of culture, astounding natural beauty and exciting outdoor activities Delta Lloyd advisors were certain to be motivated to earn a trip to this exciting destination.

The small, boutique hotels and limited transportation resources made it necessary to operate two back-to-back groups. Luxurious accommodations included Dhulikhel Mountain Resort in Dhulikhel, Shangrila in Kathmandu, Shangrila Village in Pokhara and Dwarika's in Kathmandu. Incentive Destinations worked closely with the hotels to ensure uniformly high levels of service, comfort and safety.

The program offered Delta Lloyd program participants the options of intense activities like rafting, trekking and mountain biking, with relaxing choices like spa massages, picnic lunches and shopping, all framed by the stupendous views of the snow-capped Himalayan mountains. Immersive experiences like a Hippie Theme Dinner transported participants back to the hippie movement of the 60's. The groups were taken on a Treasure Hunt to locate a lunch venue, while simultaneously discovering the treasures of the alluring ancient city of Bhaktapur.



*“The way you wove in activities with the discovery of the culture and history of various places in Nepal was commendable. The visit to the primary school to interact with the children, the Treasure Hunt through Bhaktapur, and the trekking activities that provided magnificent views of the Annapurna mountain range were truly creative exercises that provided a completely different perspective to sightseeing.”*

– Odile De Roocker,  
*Destination Unlimited*

The program contained many elements to raise participants' awareness and knowledge of the nation's environmental as well as social issues. The outdoor activities like rafting, hiking and mountain biking immersed the travellers in the natural beauty of Nepal and revealed the devastating effect that the environment, such as the monsoons, have on the country and its people. Included in the program was an excursion to the remote mountain village of Lamaswara where a visit to a primary school disclosed the challenging, physical aspects of the villagers' daily lives. Every effort was made to minimize the carbon footprint by using the cycle rickshaws in Kathmandu, rafting down the Trisuli River, mountain biking across villages and foot treks across the diverse landscapes.

Significant challenges were encountered during implementation. The extended monsoon rains played havoc with the renovation of Dhulikhel Mountain Resort. When it became apparent that the hotel would not be ready in time, the planning team had to work quickly to locate another other property that met incentive standards. Once another hotel was identified, the planning team worked with the owners to furnish it with new linens, upgraded room amenities, and to create an exotic atmosphere with candles and lamps.

The heavy monsoon rains also played havoc with the planned route for the mountain bike trip through the villages of Konkana and Bungmati. Just two days prior to the event, the route, along a river, was rendered unusable on account of the rains. The team quickly identified an alternate route to ensure that the Delta Lloyd insurance advisors would enjoy their mountain bike rides across some of the most breath-taking scenery in the world.

The Delta Lloyd incentive program was unique in providing a platform to discover to the nation's extraordinary beauty and culture; the chance to experience thrilling outdoor activities and the opportunity to engage in meaningful and relevant CSR. Inspired by the positive impact of motivational programs on sales results, Delta Lloyd was extremely satisfied with the experience their insurance advisors had during the trip and felt that the motivational program achieved their ROI objectives. •