



SPECTRA IN SCOTLAND



Award Category: Best Destination-Based Experiential Incentive Travel Program

Program Name: It Doesn't Get Better Than This

Client: Anonymous

What started out as a program for 200 ballooned to 700 winners and their guests with a total of 1,400 delegates. The program required a destination ready to handle the size and logistics of the group—Scotland. Some of the challenges: 250 coach movements, more than 160 private car transfers, and over 60 staff. Transporting everyone aboard 10 chartered aircraft to the airport from six main hotels and three staff hotels. This took around 20 baggage vans moving more than 3,500 pieces of luggage, and not one bag was misplaced!

The program began at the start of the Edinburgh Festival, one of the busiest events in Scotland. The country was chosen for its history, the hotels, the charm, the collaboration of many suppliers and a DMC that could pull it all together.

The client wanted guests to experience all of the city's top attractions including Edinburgh Castle; the Royal Yacht Britannia, Her Majesty The Queen's former floating palace for over 40 years; and the Palace of Holyroodhouse, Her Majesty The Queen's official residence in Scotland. These "royal" locations set the tone of importance for the delegates.

Four of Scotland's finest stately homes hosted "Estate Activities"—Thirlestane Castle, Dundas Castle, Winton Castle and Hopetoun House all hosted house tours, afternoon tea, and assorted activities including falconry, carriage rides, 4x4 driving, clay pigeon shooting and croquet.

The client had one main goal—increase sales by 20% year over year. They did it with the most appealing incentive program to a destination that creates a lifetime of memories. The client offered the sales teams a highly visible reward that created a sense of competitiveness, with the incentive trip the ultimate reward. Other client goals were to increase employee loyalty and retention and integrate new top achievers with existing ones (due to internal company changes). The client reported that they had received some of the highest levels of positive feedback from the attendees with regards to their Scottish incentive program. Objective achieved!

