

CASE STUDY

TYPE: High Achievers Incentive Program

LOCATION: Dubai

SIZE: 250 guests

BUDGET: Undisclosed

AIM: To host a five day incentive trip dedicated to national top achievers.

Based at the stunning Ritz Carlton, the five day incentive combined a luxury beach resort, with easy access to the many attractions the city has to offer, from Atlantis on the Palm to the mall and famous fountains downtown. The relaxed program let the guests enjoy the destination at their own pace with just a few extra special social occasions to bring the group together.



SCOPE

The highlight of the trip was a specially organised desert safari and dinner that took guests deep into the heart of the Al Hatta Desert. The adventure began with an exhilarating dune bashing experience in custom 4x4 jeeps. There was then a surprise safari stop where guests enjoyed a glass of champagne whilst watching a falconry show against the

breath-taking desert sunset backdrop, a truly unforgettable moment. As the sun disappeared it was back into the jeeps to move to the specially erected desert camp, where camels greeted us before we headed inside for the feast of traditional foods while the drinks flowed freely. After dinner there was chill out space with shisha and a belly dancing show before

all the guests found their way to dancefloor to enjoy the DJ's tunes under the star lit sky.

Other social events included a cultural tour, a trip to the top of Burj and the week concluded with a traditional Sunday brunch.

The magic of this incentive was in the attention to details from a VIP airport arrival to personalised room drops and a 24 hour

concierge service for guests. It really was VIP all the way, a once in a lifetime experience.

There was a special experience for 15 selected high achievers who were picked up from the Ritz Carlton and transferred by Rolls Royce to the stunning Burj Al Arab resort. The group spent three nights at the distinctive sail-shaped silhouette which is more than just a stunning hotel, it is a symbol of modern Dubai.

RESULT

The aim of the trip was to recognise and reward exceptional staff members. The client continued to motivate staff to perform and the

incentive program has showed an increased commitment to the company.



“PES showed great professionalism and enthusiasm from the start to the last day of the project. The hard work paid off in a well organised incentive program in Dubai. Thank you again and we looking forward to our next project together.”

Jennifer - CEO, Direct Selling Company

LET'S TALK

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