

# Adriatic Indulgence

Adriatic Indulgence was an incentive programme for a local car manufacturer. The top fifty (50) Dealer Principals and their partners travelled to Venice, Italy and cruised the Croatian Coast over ten days.

The team at OU developed the initial concept, itinerary, branding and theme for Adriatic Indulgence.

OU managed the program budget – including negotiation with airlines and accommodation, activity and catering suppliers. Various teasers were delivered throughout the duration of the competition and OU managed all aspects of reward winner registrations and communications. All aspects of the trip were organised and managed by OU including pre and post touring, and on completion a full post event client debrief was conducted.

## Itinerary Inclusions

- Charter of a boutique cruise line
- Five star hotel accommodation
- Multiple Australian port Business Class flights
- Two nights in magical Venice
- Seven nights cruising the Croatian Coast from Venice to Dubrovnik and return
- Daily land adventures, incorporating lunches at hidden locations
- Daily breakfast, lunches, cocktails and dinners with local entertainment
- Gala Award Dinner

## Highlights

- Champagne Gondolier transfers in Venice
- "Merchants of Venice" shopping blitz
- Captain's Welcome Cocktail Party whilst sailing out of Venice's Grand Canal
- Hiking the beautiful UNESCO Kra National Park to the waterfalls
- Truffle hunting in stria followed by a seven course truffle infused luncheon
- Sunset cocktails on Hvar Fortress
- Private Raspke performance in Rab
- "Walking the Walled Town" of Dubrovnik with morning tea at the rock carved Buza Bar
- "The Jewel of the Adriatic" Gala dinner in Sponza Palace Dubrovnik with traditional Clappa performance
- Creation of a private beach club on Hvar
- Nightly outdoor photo display of the day's events



## Case Study 2 – Senses of Saigon

**The Senses of Saigon was an award programme for Sales Manager of the Year. The top thirty (30) Sales Managers and their partners travelled to Ho Chi Minh City, Vietnam, for four days.**

OU submitted three Asian destinations for this incentive trip - Ho Chi Minh City, Hong Kong and Kou Samui. In the end the client selected our "The Senses of Saigon" programme.

OU managed all aspects of this program from the initial concept, itinerary, budget (including negotiation with airlines and accommodation, activity and catering suppliers). All component's of the trip were organised and managed by OU including award winner registrations and communications, pre and post touring, and on completion a full post event client debrief was conducted.



### Itinerary Inclusions

- Five star hotel accommodation
- Multiple Australian port Economy Class flights
- Three nights in bustling cosmopolitan Ho Chi Minh City
- Daily adventures and activities, including lunches at enticing locations
- Daily breakfast, lunches, cocktails and dinners with local entertainment
- "Streets of Vietnam" Gala Award Dinner

### Highlights

- Exploring the bustling streets on the back of a fleet of vespa motor bikes
- Stroll through Dong Khoi - the nightlife and restaurant street of Saigon
- "Senses of Saigon" - walking market tour exploring the tastes, smells, sights and feel of Saigon
- Dinner transfer by traditional cyclo
- "Streets of Vietnam" themed Award Dinner between the lush Botanical Gardens and the Temple of King Hung with a water puppets show, traditional Vietnamese dancing and Filipino band
- Exploring the once war zone Cu Chi Tunnels with the opportunity to shoot an AK-47 and M-16
- Strolling through the numerous US armoured vehicles, artillery pieces, bombs and infantry weapons on display at the War Remnants Museum
- Cruising the biggest dragon boat in Vietnam – the Bonsai
- Enchanting day trip to the Mekong Delta including a fascinating boat trip along the Mekong River
- Farewell Dinner at the atmospheric "Temple Club" – a Chinese temple (ca. 1900) with original wood and masonry

