

INCENTIVE CASE STUDY: HVAC SERVICES

APG Travel brought a group of 60 heating and air conditioning dealer attendees to Sonoma and San Francisco. All were guests of a Heating/Air Conditioning Distribution Company on the East Coast.

THE GOAL: Create an exclusive trip to a renowned wine and travel destination - Sonoma Valley and San Francisco. Two great cities and simply unforgettable places.

THE TRIP: Upon arrival in Sonoma, group was greeted by our courteous APG travel staff and whisked away to their resort, the Fairmount Sonoma Mission Inn. Everyone enjoyed socializing at the private group check-in with a refreshing drink and snacks. Later, all gathered for an evening of fun beginning with a cocktail reception overlooking the resort's beautiful Oak tree and manicured grounds. A traditional wine country themed dinner with live music made for a festive evening!

Events and activities throughout the week included a private lunch overlooking the bay, various tours of the wineries, competitive events during the day and a gastronomy of wonderful restaurant choices at night. Surrounded by endless green vineyards, luscious roses and perfect backdrop to this pastoral setting. Guests enjoyed wine tastings at three of the well known wineries in Sonoma - The Artesa Winery, The Gundlach Bundschu Winery and a private evening at The Benziger Family Winery.

Attendees selected their tours and made their dining reservations at the APG Hospitality Desk which was open from morning to evening each day for the exclusive use of the attendees.

Along the way to San Francisco, guests took a tour of Muir Woods National Park famous for its ancient trees and vast beauty of the forest. Then lunch in Sausalito overlooking the beautiful view of the city. After, the group arrived at the Intercontinental Mark Hopkins, their next hotel. The farewell dinner in San Francisco was accompanied by premium California wines at McCormick & Kuleto's in the beautiful Alcatraz Room.

This HVAC distributor has continued its trip on an annual basis since 1995 because of its contribution to their increase in sales.



Benziger Winery



Fairmount Sonoma Mission Inn



San Francisco Bridge



Nob Hill



ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.



How APG can help your business with an incentive trip?

If you want to increase sales, then you need to *motivate* your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. **You build a business through relationships.** A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

Call APG and give your dealers an experience they'll be talking about for years!

Accelerated Performance Group, LLC

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