

INCENTIVE TRIP CASE STUDY: AUTO PARTS MANUFACTURER

A global leader in automotive ride control technology hired APG Incentives to plan and operate their incentive trip for their warehouse distributors, jobbers and dealers.

THE GOAL: To organize an incentive trip so that all 150 participants could gather, share client experiences and network with one another.

THE SOLUTION: APG put together an incentive trip that was not only exceptional and exclusive, but also in the middle of paradise. The Grand Fiesta Americana Coral Beach was the perfect spot combining style and sophistication at a beautiful sugar sand beachfront resort. APG also worked closely with the resort to create a Mexican Fiesta welcome evening, a farewell party and team building events including a mini Olympics on the beach. Plus, a private chartered catamaran to Isla Mujeres for a fun day of sailing and beach time.

THE RESULTS: The client and their attendees were very pleased with the trip. Good memories mean a lot and this trip encouraged the various levels of customers to become loyal to the brand so they could be part of another amazing trip the following year.



Resort Pool



Mini Olympics - Warm up



Water Activities



Catamaran to Isla Mujeres



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?

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

Locations in Florida and New York
(973) 891-1900

INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL

www.apgtravel.com