

## INCENTIVE

### Corporate High End Client

#### The Brief

A high profile customer from Russia requested a 'Special Day out' for his team in the vicinity of London.



The customer did not have a fixed budget but specified his needs. He was looking for a special experience for his team of directors, based on British flavours. He did not require travel arrangements to London as they would reach the hotel following their flight to London by the private jet owned by the client.

#### Solution and Implementation

Avocet Travel Management's team considered the customer's needs and came up with creative ideas:

- The Hilton Park Lane hotel was booked.
- They were collected by taxi, with a team member of Avocet Travel Management accompanying them from their hotel to take them to London Victoria.
- On arrival at London Victoria, the clients were escorted to their train for a journey south to Oxted. During this journey the Avocet team member

shared some trivialities about the rail itinerary and local stories with the clients.

- Having arrived at the sleepy market town, a chauffeur was on hand for a short drive to the picturesque Watermill and Fishery for a morning of fishing.
- Lunch was going to be served inside the Watermill. However, at the last moment (as it was a lovely day), the clients decided to eat outside. Tables having been hastily rearranged, a lunch comprising homemade fish pie, locally reared pork chops and freshly made local sausages was served, complemented by locally grown fresh vegetables.
- The chauffeur was on hand to drive the guests through the Surrey and Kent countryside to Chartwell House - the ancestral home of Sir Winston Churchill for a short guided tour of this historic house and gardens before the short transfer to Oxted and onward train journey to London's Victoria station.



#### Best Moment

*Although the customer is a high profile individual and has mostly eaten in Michelin starred restaurant, he praised the home cooked food by saying that it was the best he had ever had.*