

# CASE STUDY

AUSTRALIAN RADIO NETWORK  
ANNUAL INCENTIVE TRIP

DA NANG, VIETNAM

50 GUESTS

4 DAYS



THE AUSTRALIAN RADIO NETWORK GROUP IDENTIFIED A NEED TO CREATE A TRAVEL PROGRAM THAT AIMED TO INCENTIVISE AND REWARD THEIR TOP SPENDING ADVERTISING CLIENTS.

With an emphasis on **networking and team building**, Travel & Sports Australia were engaged to craft an end-to-end travel solution aimed to delight ARN's top 20 spenders and their partners, all within budget.

# AUSTRALIAN RADIO NETWORK

## THE COMPANY

ARN is one of Australia's leading media and entertainment companies. Hosting and supporting over 10 radio stations - ARN broadcasts nationally to over 4 million people every week.

## THE BRIEF

- Custom amazing race challenge
- Flight coordination
- Property options
- Cultural experiences
- Hospitality options

“ OVER THE YEARS, HUNDREDS OF OUR CLIENTS HAVE EXPERIENCED ONCE IN A LIFETIME MOMENTS ON OUR ANNUAL TRIPS ORGANISED BY TASA. FROM THE FIRST MEETING TO THE FLIGHT BACK HOME, THEIR BRILLIANT SERVICE ALWAYS MAKES OUR OVERSEAS TRIP A SUCCESS.

Liana George

## OUTCOMES

- Safari Jeep Amazing Race Challenge through the backstreets of Da Nang.
- 18-holes at Da Nang Golf Course designed by Greg Norman.
- Branded welcome cocktail party and gala dinner.
- Exclusive access to the 5-Star Nam Hai Resort.
- Return flights to Da Nang including transfers.
- Vietnamese cooking classes.



## CONTACT US

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