



CASE STUDY

AUTOMOTIVE HOLDINGS GROUP ANNUAL CONFERENCE EVENT

BALI & SINGAPORE

180 GUESTS

8 DAYS

WITH THE PRIMARY AIM TO BRING DEALER PRINCIPALS FOR AN ANNUAL CONFERENCE AND RECOGNISE THE SUPPORT OF THE EMPLOYEE'S PARTNERS, AHG REALISED A NEED TO ORGANISE TWO OVERSEAS CONFERENCES FOR THEIR EAST AND WEST COAST DEALERS.

Travel & Sports Australia (TASA) were engaged to organise an end-to-end travel solution set to entertain and engage over 180 AHG employees.

AUTOMOTIVE HOLDINGS GROUP

■ THE COMPANY

Automotive Holdings Group (AHG) is an automotive retailing and logistics group. AHG is Australasia's largest automotive retailer as well as the largest refrigerated food transport and warehousing provider.

■ THE BRIEF

Develop two conferences held on consecutive weeks, including :

- A mystery destination concept
- Flight coordination
- Team building and cultural experiences
- Hospitality and conferencing options
- 5-star property options.

“ I HAVE WORKED WITH TRAVEL & SPORTS AUSTRALIA FOR SEVERAL YEARS NOW AND THEY ARE ABSOLUTELY AMAZING! NOTHING IS EVER TOO MUCH TO ASK OF THEM. THEY ARE ALWAYS VERY HELPFUL, EFFICIENT, FRIENDLY AND HAPPY TO GO THE EXTRA MILE SO THAT EVERYONE HAS A GREAT TIME.

KATIE JOHNSON

OUTCOMES

- Welcome cocktail party at I-Altitude boasting 360 degree views of Marina Bay.
- Gala dinner held at the Singapore Aquarium surrounded by the main enclosure.
- Exclusive access to the iconic Capella Resort on Sentosa Island.
- Return flights to Singapore - Bali including transfers.
- Fireworks on a private beach in Bali.
- Custom ladies-only events.
- Amazing Race Challenge.
- VIP check-in at hotels.



CONTACT US ■

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