

CASE STUDY

L&H
BUCKET LIST CUSTOMER PROGRAM
DA NANG, VIETNAM
270 GUESTS
6 DAYS



BUCKET LIST IS A UNIQUE SALES BASED PROGRAM, THE BIGGEST IN THE ELECTRICAL INDUSTRY. CUSTOMERS CAN WIN A TRIP FOR 2 BASED ON A 6 MONTH SALES PERIOD AND BRINGING FAMILIES IS ENCOURAGED. THIS IS ONLY THE SECOND YEAR THE BUCKET LIST PROGRAM HAS RUN AND WAS A BIGGER SUCCESS THAN L&H AND TASA HAD ANTICIPATED.

With their people and team morale being top of mind, Travel & Sports Australia got to work to create a 6-day overseas experience that **delighted the guests and their families** in a destination that was both new and exciting to most.

L&H

THE COMPANY

L&H is a leading wholesaler focused on the supply of electrical, industrial & safety products and services to industry within Australia. With a distribution network of over 150 strategically located branches throughout Australia..

THE BRIEF

- Flight co-ordination from all over Australia
- 5-star accommodation and Villa options
- Day Tour options
- Welcome Function
- Kids activities
- Daily Happy Hour and kids beach activities
- Airport Transfers
- Offsite state dinners

“THE TEAM AT TASA AND AUSLEC/L&H DID AN AMAZING JOB PUTTING THIS TRIP TOGETHER. INFORMATION AND PLANNING WAS FIRST CLASS.

OUTCOMES

- Return Airport Transfers
- Furama Resort Da Nang for 270 guests including Private Pool Villas as an upgrade
- Day Tours inclusive of Cooking School, Jeep Ride, Walking Tour, Ba Na Hills Day Trip and Night Golf
- Connecting flights from all Australian major cities and some regional cities
- Welcome Dinner on the Beach with cultural dances and drum performers
- Kids Welcome Function with lantern making and decorating bikes for local children
- Daily Happy Hour for adults whilst children played games on the beach such as Beach Olympics or Sandcastle Competition
- State Dinners held off site inclusive of transfers in local and unique restaurants



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