



Bathstore

Introduction

Bathstore is the UK's largest bathroom retailer with over 160 stores in the UK currently employing over 1000 staff.

The company has recently developed an incentive scheme for employees to meet their targets, and approached Maximillion about organising a trip to Dubai in November as the main reward.

Bathstore was interested in running the incentive over 4-5 days, to include a high-end hotel, tours, excursions and gala dinner options that would wow their guests.

Objectives

- Reward and thank high achieving employees
- Engender greater loyalty with employees to increase sales
- Make incentive winners feel valued and appreciated

Event Detail

- Date:** 3rd - 7th December 2009
- Venue:** Westin Dubai Mina Seyahi Beach resort & Marina (5*)
- Format:** 4 days of excursions, tours and high end catering
- Guests:** Incentive programme winners

Outline

The group was met by a Maximillion representative at Heathrow airport and treated with pre-ordered snacks and magazines for the flight to Dubai. On arrival, the group was whisked to their 5* hotel by luxury coach.

During the trip the winners:

- Took in major sights such as Jumeirah Mosque, Sheik Palace and Bastakiah historical area
- Experienced a 4 x 4 off-road safari adventure in the desert
- Shopped at The Mall of Emirates
- Enjoyed free time to enjoy activities such as Wild Wadi water park, Ski Dubai, golf, the hotel's many leisure facilities, spa treatments and water sports
- Was entertained at a Bedouin campsite
- Dined at some of Dubai's most awe-inspiring restaurants, including the iconic Burj al Arab

Feedback

"The whole trip was fantastic. Sarah was extremely friendly, helpful, organised, knowledgeable and showed genuine interest in ensuring everyone had a good time. Sarah built a good rapport with the team very quickly."