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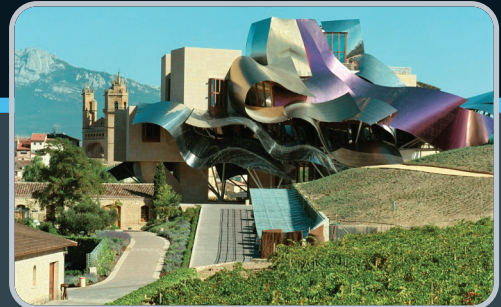
## A National Construction Company

### OVERVIEW

We were commissioned by SIG to create, produce and deliver a unique travel experience for their top performing sales executives from across their European office network.

### AUDIENCE

The group consisted of ten employees accompanied by their partners.



### CREATIVE

As these couples were exceptionally well-travelled, we needed to find a venue that they were unlikely to have visited before and to create an itinerary that would surprise and delight them at every step. Our research identified a common interest in winegrowing tradition, avant-garde architecture and an appreciation of the finer things life has to offer. This insight helped us to choose a prestigious five star hotel in northern Spain.

### CONTENT

We provided travel by private jet. Each couple then enjoyed helicopter transfer to the Frank O Gehry-designed Marqués de Riscal hotel which is located in the heart of the Rioja wine region.

With a strong emphasis on keeping a good balance between refinement and relaxation, we arranged private vineyard tours at two of Spain's finest vineyards, a golf clinic with a PGA Pro, tennis lessons with Pat Cash, beauty therapy sessions and a seven-course gastronomic experience with wines to compliment each course in the hotel's award-winning restaurant.

