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## **Group Event Travel Case Study**

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**Project Type:** Group Travel for event  
**Destination:** London, UK  
**Client:** Car Manufacturer / Event Co.

### **The Brief:**

Provide flight and rail fulfilment for a global motor brand's sales team conference at a top London venue. Analyse and negotiate travel costs for 170 personnel departing from numerous UK locations. Attendees will be travelling either individually or in small groups. Consideration and recommendations over charter, scheduled air and rail solutions. Leverage best value on fares. Advise on solutions to streamline process.

### **The Solution:**

CT Group Travel conducted a complex analysis of each traveller's needs, based on their start and return destination. Factors reported were suitability of air versus rail travel, considering any connections / transfers. Once preferred travel and routes were selected, we applied our bespoke online booking technology. This meant that all attendees could register online for their attendance and all travel / hotel requirements.

### **The Result:**

Our solution ensured the client obtained best value and a simplified, efficient process for attendees. Our fare and route analysis of travel fulfilment identified the most convenient routes and travel solutions, whilst considering journey versus budget. The client was particularly pleased with the real-time reporting we offered on registration and travel. The organising team were provided with a high quality end-to-end solution that sat within the budget.

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## Dubrovnik Event Case Study

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**Project Type:** Group Event / Incentive

**Destination:** Dubrovnik

**Client:** Global Telecoms

### The Brief:

A group event to combine performance reward and allow communication. Source a sunshine hotel destination that offers luxurious surroundings, fine cuisine, leisure activities and conference facilities. Develop itineraries for four groups of 35 senior managers and their partners. Must be within easy airport reach of Northern and Southern UK locations, with a quick transfer to the venue.

### The Solution:

Our thorough analysis of four possible destinations showed that Dubrovnik best met the brief with an outstanding venue, great weather, fantastic cuisine and a wide range of activities. A comprehensive travel and event proposal was submitted to the client along with in-depth costing proposals and detailed itineraries, including group excursions and experiences.

### The Result:

The end result was four highly successful events, each comprising approximately 35 senior management team members, along with their partners. CT Group Travel received a glowing client testimonial and highly positive individual feedback from attendees, commenting on the quality and organisation of the event.

### Our client says:

"Thank you for your significant contribution in making the recent series of incentive trips such a success. The trips form part of a pan company initiative. They were high profile amongst senior stakeholders and involved Directors alongside our sales professionals attending. I have been consistently impressed with the focus CT Group Travel places on requirements, the willingness to help and the initiative used to ensure even the highest demands have been met. I have found all at CT Group Travel to be friendly, efficient and prepared to go the 'extra mile' without being asked. I would have no hesitation in recommending them."

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## Meeting Solution Case Study

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| <b>Project Type:</b> | Meetings / Group Travel   |
| <b>Destination:</b>  | UK from across Europe     |
| <b>Client:</b>       | Building Products company |

### The Brief:

With their European base in Birmingham, this corporate client required monthly sales meetings, with accommodation, for attendees travelling long distance. The essential points of the brief were: Location to be no more than a one hour drive from their Birmingham office, work within budgetary restraints and an environment to keep the attendees engaged is key. In addition, we were to provide solutions for additional meetings and events. Numbers varied from 30 to over 100 people.

### The Solution:

After reviewing conference venues and hotels in the area and respecting the budgetary constraints, we identified hotels with competitive day delegate rates. By negotiating in advance for monthly meetings over the year, we leveraged improved rates. We selected venues with bright, colourful meeting rooms and excellent amenities. We were also able to include a fully managed travel solution.

### The Result:

The meetings are ongoing and are managed within or under budget. All food and beverage and audio-visual requirements were included in the price. Hotel accommodation for the night prior was negotiated at a competitive rate for those travelling from further afield. We also manage all travel requirements.

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## Monte Carlo Prize winners Case Study

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| <b>Project Type:</b> | Incentive / Fulfilment |
| <b>Destination:</b>  | Monte Carlo            |
| <b>Client:</b>       | Marketing Specialist   |

### The Brief:

A superb prizewinner trip to Europe for 6 people over 3 nights. The previous year's prize had been a villa in the Algarve. The budget was set at £2,000 per head. An imperative was to deliver the 'wow factor', with all meals and activities included.

### The Solution:

A 3 night / 4 day luxury trip to Monte Carlo. We arranged for a Champagne breakfast to be served at the airport before flying to Nice; a transfer to their chosen hotel by private helicopter was also included. Accommodation was in a boutique hotel in the centre of Monaco with views of the harbour. The group dined at top restaurants including Nobu and Café de Paris and they enjoyed activities including a Ferrari drive experience, private yacht with Champagne and an exclusive VIP area in a local beach club. As a finishing touch we arranged for a bottle of local French wine to be placed in each winner's room on arrival, with a note congratulating them and wishing them a wonderful weekend.

### The Result:

We met and surpassed the brief. The project was on budget and both the client and recipients were absolutely delighted with the experience.

### Our Client Says:

"A quick email to say that the weekend in Monte Carlo went brilliantly and everyone had a fantastic time. Everything, in terms of the organisation and itinerary, went perfectly smoothly with transfers, pickups and activities, so thank you so much for all your help and work!"