

**CLIENT****Jaguar Technical Academy****PROJECT****Challenge Incentive Reward – Costa Rica****OBJECTIVE**

**Create an aspirational overseas travel reward in a ‘new’ location to incentivise Jaguar Technicians to participate in the Autocourse programme**

High achievers on the distance learning programme ‘Autocourse’ (run by the Jaguar Technical Academy) plus their partners were rewarded with a luxury week in Costa Rica, hosted by Jaguar UK’s Managing Director, Geoff Cousins.

The perception of the destination – exciting, exotic, adventurous – was an important element in incentivising the take-up of the Autocourse programme. Having thus whet their appetites, **the event business** was responsible for delivering a week that lived up to expectations – which meant planning, implementing and full operations, together with the pre-event administration, including the design and maintenance of the Challenge Autocourse website.

Eagerly rising to the challenge, we devised a two-centre programme incorporating the central highlands and Pacific coast. The 5\* Marriott Costa Rica was the San Jose base, with the magnificent Marriott Los Suenos offering the full resort and beach experience. Action packed from start to finish, highlights of the trip included the La Paz Waterfalls, coffee tasting at the Doka Plantation, a chartered catamaran to a private island, a crocodile and wildlife safari on the Tarcoles River. There were also numerous other optional activities such as zip-wires through the tree canopy, taking Outrigger canoes out on the sea, rainforest trekking and ATV driving experiences.

Sumptuous meals included barbeques and buffets, with a final dinner in a ballroom transformed into a rainforest complete with palm tree table centrepieces. A Calypso band got the party going and encouraged guests to try Salsa and limbo dancing!

*“The most memorable holiday of my life with an amazing array of activities and all round superb organisation from the event team” Noel Grunwell, Jaguar Technician”*

**WHEN IT’S TIME TO PARTY**

*We give people the time of their lives by delivering experiences that surpass all expectations. It’s both a pleasure and a privilege to do so.*



experience