



## MOTIVATION TRAVEL

arts and history take lower priority, trips can be excursion led — a treasure hunt instead of a cultural tour, for example. Intercontinental Travel Company (ITC), represented in the UK by Destinations Unlimited, highlights the heritage and culture of Italy's cities but has also offered go-karting and golf in Rome or Italian cookery lessons in Venice and Florence. And the Italian Lakes are also beautiful and rich in incentive opportunities.

Italy can also be tailored to the audience, so that for groups where the arts and history take lower priority, trips can be excursion led — a treasure hunt instead of a cultural tour, for example.

Sporting events vary. Rome stadium is not impressive but horse racing

through the streets of Siena is outstanding. Or for petrol-head excitement, the Grand Prix at La Monza is a must — for those interested in the cars rather than the stars, which Monte Carlo supplies. But the Winter Olympics are unlikely to put Turin on the motivational map: "Italian skiing is not top end. Turin is a working destination," says Hackett. "The majority of the city is Fiat".

Kim Roe, operations director of events company Circa Group, says: "Italy is without doubt one of the best incentive destinations in Europe. It offers a stimulating environment, a good climate, history and culture. In any region there are magnificent hotels and resorts, set up with fully equipped conference and incentive facilities." ■



### Ferraris in Tuscany

Travel Impact last month broke new ground north of Rome, taking the first UK incentive group to experience an incentive product that has just entered the corporate market. It involves the Best of Italy, which includes a top luxury spa resort and a fleet of the latest Ferraris, which participants drive on prescribed routes covering sections of the Mille Miglia road race, as well as minor roads with hairpin bends, curves and straights, but with little other traffic.

As part of last month's event, the 20 male and female participants from a major telecoms company enjoyed driving experiences provided in partnership with specialist Red Travel.

For 2006, there are plans to offer special itineraries ranging from three days to seven or eight days. These include special schedules to Imola and Monza for F1 Grand Prix; a longer trip driving from Rome to Florence, Maranello and Venice, possibly returning on the Orient-Express; and a full-week itinerary covering the length of Italy.

Ray Roberts, managing director of Travel Impact, says: "This can easily be arranged for individuals or pairs of incentive winners, as well as groups of up to 20. Larger groups are feasible but the Ferrari driving becomes a smaller part of the programme because of the limited number of sound new cars available.

"This is the ultimate in luxury, can easily become a team-building event and is equally motivational for individuals and groups."



Four Seasons hotel, Milan

### Milan

Milan has the infrastructure and atmosphere to make an excellent incentive destination. Recommended bars include Quattrocento; Absolut Icebar Milano, which is carved out of ice, making half an hour the comfortable limit; TH and Il Gattopardo Café, where fashion meets music and you can rub shoulders with the idle rich. After a robust evening carousing in the city's bars, a cultural contrast is available in the form of opera at La Scala or a tour of the city by night before dinner in traditional Milanese style at Da Berti, Italian with a touch of French at Don Lisander or the latest Italian culinary creations at Da Bice.

Luxury hotels include Westin Palace, Principe di Savoia and Four Seasons or, for four-star comfort, the Excelsior Gallia and Sheraton Diana Majestic. Fashion victims will have a field day at Missoni, Ferré, Ungaro, Versace and more. Alternatively, fashion at a discount is available at Serravalle Outlet, one hour from the city centre.

Milan is also well situated for excursions and Lake Como, Bergamo and Switzerland's Lugano all lend themselves to day trips.

All the above are recommended by Intercontinental Travel Company (ITC).



“[with Venice], there are few other places that have that wow factor”

FAITH HORSLEY  
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