



THE UNIQUE TRAVELLER

Case Study



ICAP is the world's largest interdealer broker with an average daily transaction volume in excess of \$1 trillion, providing a service to commercial and investment banks in the wholesale financial markets.

For many years ICAP have rewarded the loyalty of their clients in a number of ways, from a luxury cruise on a private yacht to guest attendances at popular sporting events such as a Formula One Grand Prix or a VIP box at an international football match.

Feeling it was time for something different, ICAP approached Ramon at The Unique Traveller, asking him to design a trip to make their customers feel special and privileged, whilst offering something different and unique. Cost-effectiveness was also a consideration.





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The resulting customised trip focused on the good things in life: fine wines and gastronomy in stunning locations untouched by the everyday tourist. Visits to private wine estates, gourmet meals cooked by famous chefs, tapas and meals al fresco in historic quarters and in impressive settings with magnificent views, only begin to describe the experience.

This first trip was so successful that two more trips have followed; a customer incentive trip and a management meeting in a Spanish castle with attached winery. The feedback we have had from ICAP has been excellent and we expect more bookings to follow. The participants' comments have surpassed all expectations and ICAP have proved to be a very satisfied customer.

