



With Perseverance, Creative Travel Delivers a Journey to Remember

Crystal Winner: Rajeev Kohli,
Creative Travel Pvt. Ltd., New Delhi, India

Client: Tetra Pak

Program: A Journey to Remember

Tetra Pak is a global leader in the food packaging industry, and Tetra Pak Pakistan is a subsidiary of this global company. In 2006 Tetra Pak Pakistan won the much coveted internal Market Company of the Year surpassing companies across 146 countries.

This award is considered a once-in-a-lifetime achievement and Tetra Pak wanted an incentive program that held the ROI of a unique teambuilding experience creating bonding among the employees; a sense of belongingness and ownership; and of course to feed the morale and motivation of the employees.

India was selected as the trip destination and Tetra Pak turned to the talents of Creative Travel and Gerry's Tours to design a once-in-a-lifetime event. As planning started, poor relations between Pakistan and India nearly ended the trip before it began. Several complications ensued, including the Indian High Commission's warning that it would not issue visas for the Pakistani tourists. But despite all official rhetoric and propaganda on both sides of the border, the fascination and affection on a people-to-people level remained strong and the team was determined to deliver the employees of Tetra Pak their earned reward.

The group was unique in its composition. Unlike most incentives which involve just one segment of employees, or just the stars of the organization, this group consisted of each and every employee of Tetra Pak Pakistan, from the messenger boy right up to the managing director. The doors of the company were to be closed for the duration of the tour and that made this trip even more important.

Creative Travel began to work day and night on the largest roadblock: the visas. Numerous conversations and visits with the Minister of Tourism and the Indian High Commission occurred, and five weeks of intense supervision and exemplary public relations skills resulted in resounding success. The impossible became reality when all 252 employees at Tetra Pak Pakistan received tourist visas for the trip — the first time in the history of India that tourist visas were issued to Pakistani citizens. Even officials at the India External Affairs Ministry commended the fact that a normal six-month process was achieved in five weeks.



During the same five weeks, Creative Travel and Gerry's Tours had to line up services including airline, hotel and entertainment that met a strict schedule with no margin for adjustment (due to the company closing its doors). Yet because the trip depended on the securing of visas, planners were unable to make advance payments. Nothing could be finalized until the visas were approved. Once visas were issued, Creative Travel and Gerry's Tours scrambled to confirm all arrangements, completing the process just one week before departure.



top Punjabi pop singers entertained, and the event turned out to be a boisterous, fun-filled night.

This program has become one of the most talked about trips in Pakistani business circles, and has set a benchmark for future trips between Pakistan and India. This achievement will open new doors and avenues for peace and will allow other travel incentives to operate due to a precedence being

“The guests shared experiences with their senior colleagues that would never have occurred back at home.”

Challenged by laws that restrict Pakistani citizens' travel in India, the itinerary had to delight guests and show no sign of restriction. The guests might not have another opportunity to travel in India so the program needed to embody its theme: A Journey to Remember.

Creative Travel and Gerry's Tours developed an itinerary based on Tetra Pak's motivation for traveling to India. The unanimous highlight of the trip was the welcome event that embodied the lively and vibrant Indian state of Punjab. An outdoor venue decorated with flowers, marquis, village market stalls and local performers recreated a traditional village atmosphere. One of the city's

set. This was a once-in-a-lifetime trip for much of the staff and for a majority of them it was the first time experiencing air travel and a rare opportunity to enjoy the finer things in life. The guests shared experiences with their senior colleagues that would never have occurred back at home. Tetra Pak's goal — to create team building experiences and foster a sense of belonging and ownership was undoubtedly achieved. ●