

Hays UK & Ireland: Marrakech

Audience: 55

Location: Marrakech, Morocco

Project: Incentive Trip



Background & Objectives

Hays is the leading global specialist in recruitment. The UK & Ireland team reward their top performing recruitment consultants with an annual trip overseas as a thank you, as well as incentivising them for the year ahead.

The Experience

- MotivAction has previously worked with Hays to deliver several reward trips, including Malta, Budapest and Istanbul. Marrakech was chosen this year due to its easy access, short flight time and year-round sunshine
- We managed the process from beginning to end; from booking flights and arranging the 4 day program to creating branded luggage tags and collateral with key information for guests.
- A bespoke registration website was created to communicate important information before the trip. Each guest was sent details and an e-ticket to make check-in quick and easy
- The program included a jeep safari tour with a visit to a Berber village home for traditional mint tea, a private dinner at a leading nightclub, a guided tour of the famous Souks, as well as exclusive use of a former Riad palace
- The group was also offered additional optional activities including golf, camel riding and a traditional Moroccan cookery class

Results & Outcomes

"We have used MotivAction several times in the past as they are experts in the logistics of arranging group trips. We know we're in good hands and that all of the little details will be taken care of without us having to worry.

The branding of this trip was fantastic, from the website to the luggage tags and it really set the scene for our time in Marrakech – thank you!"

Managing Director
Hays UK&Ireland

