

# QUINTESSENTIALLY

## PRIMECONCEPT

### VIP AGENCY

#### INTRODUCTION

Prime Concept is the Russian subsidiary of Quintessentially, a lifestyle management and bespoke travel service for VIP's with open budgets. They focus on 'accessing the inaccessible'. When they were approached by a client wishing to make a trip to Barcelona they enlisted Lifestyle Barcelona to help them ensure that their clients received the highest caliber of service and that all their needs were met with a high level of quality and professionalism. The clients were men celebrating a 40<sup>th</sup> birthday

#### EVENT DETAIL

**Client Name:** Quintessentially

**Date of Experience:** August 23<sup>rd</sup> & 24<sup>th</sup> 2007

**Experiences:** Classic Car Tour, Wine Tasting, Trixi Tour, Boat Hire

**Group Size:** 9

#### CHALLENGES AND OBJECTIVES

- To provide high end VIP experiences whilst still letting the client experience Barcelona
- They had been to Barcelona 3 months earlier and this had to be bigger and better
- The language barrier
- The agency is very high profile and renowned for their exclusivity. This put our reputation on the line.
- The fluctuating number of guests

#### OUTLINE OF EVENT

**Day 1:** Since it was the clients 40<sup>th</sup> birthday celebration and he had recently been in Barcelona we needed to ensure this the trip was bigger and more extravagant than the first. We organized the restaurants and the experiences for the 2 day visit and did our best to make the clients feel as privileged as possible whilst still allowing them to enjoy some authentic elements of Barcelona through our experiences. The first experience we arranged was a Classic Car Tour of Barcelona, where the clients were chauffeur driven *around* the city in classic cars from the 1950's. The Cadillac Eldorado convertible turned heads as they toured the city, passing all the major landmarks and tourist attractions. After the Classic Car Tour the clients were then transported up to a beautiful award winning winery where they enjoyed a traditional Catalan lunch and some of the finest wines in the world. This experience was accompanied by a session in the wineries exclusive spa. Their first day culminated in a meal at one of Barcelona's top restaurants where the clients were given a mouth watering gastronomic experience they will never forget. The clients were provided with a bespoke birthday designed to their exact instructions.

**Day 2:** The second day was based around an extravagant luxury yacht cruise. This was the clients birthday and what better way for a group of men to enjoy a decadent party than on a yacht previously sailed by Frank Sinatra. The day began with another tour, this time in trixi cabs, a clever blend of tricycle and conventional taxi, which are not only stylish but economically and environmentally friendly as well. The tour ended at the port where the guests boarded the ship and set sail for their exclusive party. The clients soaked up the sun and enjoyed a wonderful selection of food and drink throughout the cruise and by the end of the day the client could not have wished for a better birthday celebration.

**Day 3:** On the final day the clients enjoyed a Hot Air Balloon tour which began with an early morning limousine pick up. At the take off site we had arranged for balloons in the shape of the number 40 to be prepared and as the clients were enjoying a glass of cava before take off the balloons were released. A professional photographer was provided to capture the memories. After floating round the city for an hour, with more cava in hand, the clients were picked up and driven by limousine to a beautiful country masia for a typical Catalan breakfast comprising of traditional meat, bread and wine before going on a personal tour of the on-site winery.



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**SOLUTION TO CHALLENGES**

For the weeks leading up to the event we had created an exclusive itinerary for 6 guests, but we were informed a day before their arrival that another 3 people would be joining them. This posed problems for us as the reservations and travel arrangements had been made for 6 and would be difficult to change at short notice. We used our excellent relationships with our providers to make sure that any changes, no matter how short notice would not affect the clients experience.

*"You have been more than professional. Thank you again for excellent cooperation"*

**Diana Charmadova**

