Case Study:



Picture Perfect China sets new BridgeClimb record

Situation

In July 2013 more than 3,000 Chinese delegates, from direct selling company Perfect China, travelled to Sydney to attend the company's annual Leadership Seminar. Invitations to the event were given to high performing team members as a staff reward. The Perfect China delegates experienced a variety of iconic Sydney activities including a harbour cruise, sheep shearing, and a Climb to the top of the Sydney Harbour Bridge.

Perfect China's Chairman, Mr Koo, said of the group's BridgeClimb experience: "We really liked the idea of literally sending our high-achievers to new heights by climbing a true Sydney icon".

Over four days more than 2,100 delegates climbed to the top of the Sydney Harbour Bridge setting a new Bridge record for the largest corporate group booking in BridgeClimb's 15 year history.



Challenges

The Perfect China group more than tripled BridgeClimb's previous group record. Based on the unique size and requirements of Perfect China, BridgeClimb developed a tailored Climb experience, from delegate check-in to climber descent, to ensure every climber experienced a world-class customer experience whilst simultaneously respecting the intricacies of Chinese culture.

QUICK FACTS

- More than 2,100 Perfect China delegates climbed the Bridge between 13 and 16 July 2013.
- BridgeClimb operated under a "Super Capacity Model" in which group sizes increased from 14 climbers and 1 Climb Leader, to 42 climbers with 3 Climb Leaders.
- Climb groups departed every 15 minutes.
- Perfect China was granted exclusive access to the Bridge for a period over the four days.
- Co-branding was utilised in the Climb Base and on BridgeClimb memorabilia.
- 95.2% rated their overall BridgeClimb experience as very good to excellent. (Source: BridgeClimb Customer Survey).

"We came to experience the best of Sydney, and BridgeClimb was the perfect way to see the beauty of Australia's biggest city in a short space of time," said Perfect China President, Mr Woo Swee Lian.

Outcomes

From 13 to 16 July, BridgeClimb operated under a "Super Capacity Model" to deliver an outstanding experience to each and every Perfect China delegate.

Due to the importance and size of this group, BridgeClimb granted exclusive access of BridgeClimb's Climb Base, as well as the Climb routes on the Sydney Harbour Bridge, to Perfect China for a period of time over the four days. Perfect China delegates were welcomed to BridgeClimb by a video of their CEO and President, specially filmed on the Bridge for the event, in BridgeClimb's Cinema. Co-branding was incorporated throughout the Climb Base as well as on the delegates' BridgeClimb caps and certificates of achievement.

To successfully cater for this group, BridgeClimb operated under the aforementioned "Super Capacity Model" where group sizes were increased, Climbs departed every 15 minutes, and all groups were led in the Mandarin language. To achieve this, BridgeClimb sourced an increased number of Mandarin speaking Climb Leaders. The positive response from the delegates, evident in the customer survey results, is testament to the experience and professional nature of BridgeClimb's team during operation.



"So many from our group have always dreamed of taking part in the BridgeClimb challenge and we have all built some unforgettable memories," said Perfect China President, Mr Woo Swee Lian.

BridgeClimb Chairman and Founder, Paul Cave, said, "This is a very exciting milestone for us, both for our relations with China and because it demonstrates our ability to create customised experiences for large corporate groups.

"We are committed to enhancing every climber's experience, so when the opportunity presented itself to host 2,100 people, we rose to the challenge."



