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G R E A T N E S S  
CULTURE TRADITION HERITAGE

CONTACT WITH GREATNESS

+34 693806678  
Office hours: 9:00-19:00  
[www.greatness.es](http://www.greatness.es)  
[info@greatness.es](mailto:info@greatness.es)

## An enriching reward for a job well done



*Ribera del Duero, Spain*

Dear Friends,

Monetary bonuses come and go while **experience travel incentive programs** are there to stay in the memory of your stakeholders. They are much more than simple rewards for top clients and performers. They are a benefit to the company that helps to promote revenue growth, customer acquisition, and employee and client retention.

Both in individual rewards or group rewards, immersing into the local culture turns it from a trip into a journey of experience. The local component adds authenticity, interest and most importantly *emotion*. It is this emotional element that makes the trip endure long.

We first propose an eye-opening trip through the **Culture of Wine along the Duero River**: Ribera del Duero, Rueda, Toro, Porto are the regions you will discover. It is a journey through Spain and Portugal, an interesting way of getting to know two cultures around wine, with a common denominator, the Douro River, combining the best wine and food activities with other more active proposals.

Our second option to reward your top clients is our **singular Galician Route from North to South**. A journey of great authenticity to learn about the wealth of this region, that will take us to the Rias Altas and the Rias Baixas. We will discover a thousand year old light houses, we will glance at some of the highest cliffs in Europe, we will taste Albariño in world-known wineries, we will sail the Miño river on a private boat in the Ribeira Sacra or in a classic sail boat around the clear waters of the Cíes Islands.

Trips to enjoy, to feel and to share with your most valued employees.

At Greatness we invite you to enjoy privileged access and unique perspectives on the Spanish treasures.

Warm regards,

Isabel Benjumea  
CEO & Founder  
info@greatness.es

Download our catalogue:  
**GREATNESS HOME COLLECTION 2014**

[www.greatness.es](http://www.greatness.es)



*Ribeira Sacra, Galicia*



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