



TRAVEL MATRIX

Speciality Travel Article: F1 Travel – The New Incentive Tool

Been there done that! Many a recipients of incentive travel rewards are bored with the destinations that they are repeatedly taken for incentive trips. Companies must now offer experiences rather than destinations. There are more cherished and memorable than the run of the mill 3 day jaunts.

The more the novelty factor the better the outcome. Trips for activities like F1, Cricket and Golf are a great tool. One such activity that meets the criterion of being economical, exciting and nearby is F1 at Sepang, Malaysia.

The state-of-the-art Sepang International Circuit, located just outside Kuala Lumpur, is as beautiful as it is challenging. Built in 1999, this circuit is attracting more and more attention from the international motoring community as a fantastic circuit with all the facilities for a successful racing event. The circuit is also available for hire, should you want to test the track out for yourself. Built with luxury and exhilaration in mind, The Sepang International Circuit has been given rare honour of incorporating the F1 logo in its name. The circuit boasts 15 turns and 8 straights, allowing speeds of up to 300km/h. Extreme tropical conditions promise compelling challenges that entertain up to 130,000 spectators at a time.

This place of speed offers sights, sounds, smells and thrills for those in need of an adrenaline overload. If you are looking for a state –of-the-art motoring venue, the time is now, the place is Malaysia.

Source: BT more / Author: Heena Akkhtar, COO, TravelPort Holidays, Mumbai

The Author is a travel columnist, making her article on various travel highlights and specials.

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