

Case Study

RECOGNITION AWARDS PROGRAM 2018

750 SALES ASSOCIATES & GUESTS - CANCUN, MEXICO

Background & Objectives

The annual recognition awards program selects a new host destination for the program each year. For the first time, the company chose Mexico for their three-night incentive trip, based on the beautiful beaches and sunny weather. ALTOUR was tasked with creating an unforgettable trip with surprise elements, high-energy entertainment, and an activity-filled agenda.

Solution & Experience

One week prior to arrival, the resort's beautiful beaches were stricken with washup from hurricane activity out in the ocean. The beach, the location for the group's final night party complete with a full pirate ship build and staging for a surprise concert, was no longer a viable option. With just days to come up with an alternative location, ALTOUR partnered with our local production company to come up with a solution that would turn the hotel's largest ballroom into a pirate-themed event.

By building in the pirate ship elements behind the stage needed for the awards night dinner (which was held the previous evening), the production team was able to reveal a completely different event for the final night. It took the full participation of the production team, hotel banquets team, ALTOUR's professional onsite staff, and the client's trust to pull off the transformation of one space into an entirely different event.

Results & Outcomes

Not only were the attendees thankful for a cool, dry location for their final night party, the entertainment and scenic elements seemed as though they were always meant to be inside the ballroom. The experience was an energetic night filled with pirate character actors, a famous rock band, and endless dancing. Our client left feeling grateful for ALTOUR's expertise and guidance through such an incredible change to the event which ended up being one of the best closing night parties we've held yet.

