



**DMCNETWORK**<sup>®</sup>  
COMPANY

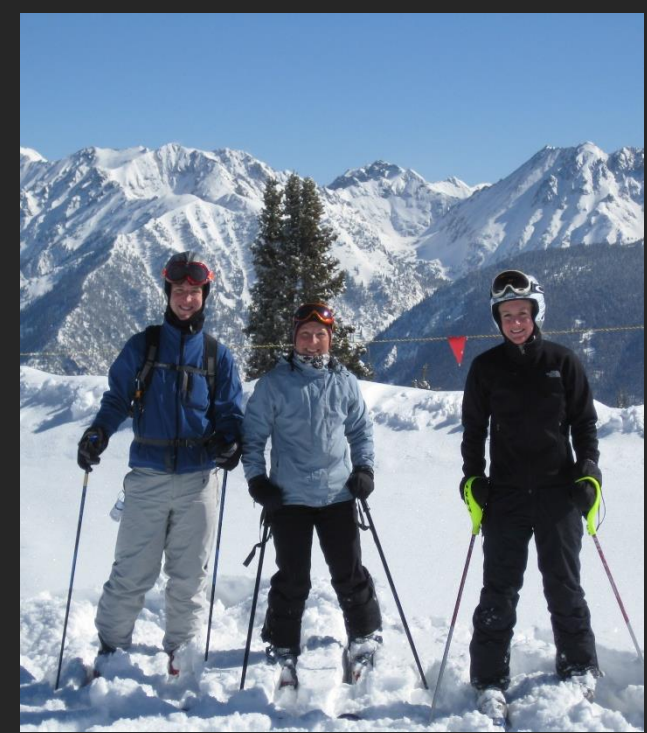
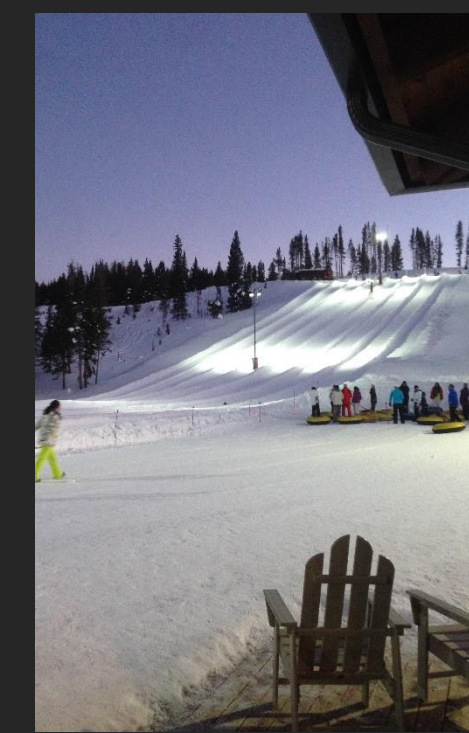
# Best Tour Program

~ A Winter Wonderland of Tours ~



## Overview:

AXS Group created a customized week-long winter tour program for skiers and non-skiers alike. Nearly 100 incentive trip winners from a global high-tech firm converged in Vail to enjoy a week long Rocky Mountain Experience. The first class on-mountain experience catered to skiers and riders of all abilities. Non-skiers and snowboarders enjoyed a broad variety of outdoor tours and activities such as snowmobiling, dogsledding and hot-air ballooning. Those not as adventurous participated in confections classes, snowshoeing, spa services and shopping! The combination of activities kept everyone on the go and experiencing all the destination had to offer.



## The Request:

Our client's objective was to make sure the incentive trip winners felt the many hours traveled from across the globe were well worth the trip! Some attendees had NEVER seen snow, so they were in for a treat! Upon registering, winners were given the option to choose a ski/board experience or a non-skier experience. Those who chose the non-skier experience were given the same dollar amount as the others to put towards alternative tours and activities, essentially building their own agenda for the week. Our team of personal experienced concierges recommend tours, compiled attendee requests, and managed the account balances for each guest.

## The Result:

Skiers and snowboarders had an amazing experience exploring Vail Mountain, while non-skiers had a large variety of tour options available to them to fill their six days and utilize their full activity credit. These guests enjoyed outdoor tours such as snowmobiling, snow biking, snowshoeing, cross country skiing, dogsledding and hot-air ballooning. Guests who were not as adventurous partook in private chocolate/confections classes, spa services, ice skating, snowcoach tours and outlet shopping excursions. Our team accommodated numerous changes during the course of the week with guests switching between the 15 tour options, all with a smile... and making many new friends throughout the process.



ADMEI ACHIEVEMENT AWARDS 2016