

site



CRYSTAL
AWARDS



ACCESS HOLIDAYS & EVENTS

PROGRAM LOCATION: MARRAKESH, MOROCCO

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: AFRICA AND THE MIDDLE EAST

CLIENT ANONYMOUS



The SITE logo consists of the word "site" in a bold, lowercase, red sans-serif font.The CRYSTAL AWARDS logo features the words "CRYSTAL AWARDS" in a bold, uppercase, grey sans-serif font.

“It is really a fortunate moment for Access Holidays & Events to be the first Moroccan destination management company to receive a SITE Crystal Award. This recognition goes to every single individual that made this possible! After these two years of stop and go, we have simply learned that creativity, persistency and risk-taking are keys to succeed in our industry.”

Adam Rzane, Sales & Marketing Manager of Access Holidays & Events

Access Holidays & Events knew exactly how to recognize and reward the stellar performance of top employees from a US-based software firm during their May 2022 incentive trip to Marrakesh, Morocco.

By the end of their incentive, the client wanted employees to feel proud of their achievements and leave with a deepened sense of company loyalty that would increase motivation and encourage employees to continue growing their performance. The Access team created an immersive, impactful program that delivered these objectives and plenty more.

Centering company values and concentrating on opportunities to create lasting connections and priceless memories were Access’ top priorities when designing this incentive. Access incorporated many engaging, interactive activities like a treasure hunt through an ancient medina, perfume and calligraphy workshops, and a unique dinner in the Agafay Desert. All of these custom-designed experiences gave the group transformational opportunities to connect while also experiencing authentic elements of Moroccan culture.

The Access team also paid careful attention to making sure their client’s key values — entrepreneurial spirit and teamwork — were woven into each activity. The program placed high value on collaborative activities, infused with plenty of special moments.

Another standout highlight was a group give-back opportunity, where participants worked

together to build a new playground in a local orphan village. Some of the village residents then joined the group for a special cooking class with a Moroccan masterchef.

Everyone (including the CEO from the client team) was genuinely moved after meeting with the children and taking part in an activity with a strong social purpose that would leave a long-term positive impact in the destination. It was a “magical experience,” said one attendee, that showcased the true beauty and incredible people of Marrakesh.

Further client feedback proved that Access excelled at delivering on the client’s overall desired objectives. Qualifiers shared that this Moroccan adventure was a “great networking event,” filled with “super exciting activities,” and ended with a “great gesture toward humanity” through the give-back project.

Access also worked directly with multiple artists in the destination and with other suppliers to push their creative limits and maximize resources. These efforts resulted in a special program that showcased the hearts and souls of everyone involved — and stands out as a leading example of how incentive travel is a powerful motivational and reward tool that shapes long-term legacies in the destinations we travel to.

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