

site



CRYSTAL
AWARDS

Amstar
A DESTINATION MANAGEMENT COMPANY

AMSTAR DMC

PROGRAM LOCATION: COSTA RICA

AWARD CATEGORY BEST DESTINATION-BASED EXPERIENTIAL INCENTIVE TRAVEL PROGRAM

PROGRAM NAME GOHEALTH CAPTIVE 2022 TOP PERFORMERS TRIP

CLIENT GOHEALTH



site



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“It is an honor to be recognized for the hard work that went into planning this wonderfully successful program. Without the support and vision of our amazing client, Performance Strategies, Inc. and their client, GoHealth, it would not have been possible for Amstar DMC to have the opportunity to collaborate and shine. Thank you to our dedicated team in Costa Rica for their creativity and passion. We also want to thank SITE and the panel of judges for rewarding us with this prestigious award. We are humbled to be among those that join us as 2022 award winners.”

Michael Freedman, Vice President of Meetings & Events

Amstar DMC’s April 2022 incentive travel program for 125 top health insurance marketplace performers proved the power of “pura vida.” Costa Rica’s friendly and welcoming people, along with its gorgeous natural beauty, played key roles in helping the Amstar team and this incentive experience earn top marks.

With this trip serving as the first incentive program Amstar’s client had operated in nearly two years, the DMC team leaned heavily on local ingredients to form the exact right recipe for an exciting adventure that gave participants an authentic destination experience.

This began before guests set foot in Central America, with Amstar DMC cooking up special pre-arrival programming. The Amstar team had an authentic, hand-crafted pottery piece delivered to each winner’s home. Winners then joined a virtual cooking class so they could learn how to use the piece and cook a signature Costa Rican meal, “Gallo Pinto.”

Once the group arrived in Costa Rica, Amstar continued to show off the destination’s strengths so that every experience would immerse participants into a culture many had never experienced before. The group enjoyed zip-lining (an activity with Costa Rican roots!), plunged into volcanic hot springs, sampled locally produced coffee, and enjoyed locally made gifts.

Experiential touches extended into the evenings as well. Amstar largely tapped family-owned

businesses to bring an opening outdoor garden party to life, with local artists designing a unique backdrop using all-natural glow-in-the-dark paint.

Amstar also used its local network to create an onsite rainforest for the group’s final night. The team and their partners brought in foliage from a sustainable botanical garden and, while swaying to the sounds of a GRAMMY-award-winning Costa Rican band, local artisans were also invited to sell their products during the evening. This allowed participants to support community members at a time when Costa Rica was still rebuilding its tourism industry, post-pandemic.

Combining adventurous elements with traditional cultural touchstones was a task the Amstar team gladly took on, and led to an experiential incentive guests and suppliers thoroughly enjoyed.

After the feedback the client received about this year’s trip, they are expecting an increase in sales, retention, and healthy competition. Participants will be eagerly competing, said the client, to earn the recognition of their peers within the company, and a chance to once again take part in a transformational incentive later in 2023.

Amstar DMC
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