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CRYSTAL
AWARDS

Amstar
A DESTINATION MANAGEMENT COMPANY

AMSTAR DMC

PROGRAM LOCATION: CANCÚN, MEXICO

AWARD CATEGORY BEST DESTINATION-BASED EXPERIENTIAL INCENTIVE TRAVEL PROGRAM

PROGRAM NAME ESP 2022

CLIENT CARLISLE CONSTRUCTION MATERIALS, LLC



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AWARDS



“This award reflects a culmination of our team’s expertise, innovation, and determination to deliver programs and experiences that exceed expectations. I want to thank our client Carlisle Construction Materials, LLC for their trust in Amstar Meetings & Events. Receiving this award demonstrates that great incentive programs can be a powerful tool to build loyalty and reach company goals. We also want to thank our passionate team for their professionalism and for always raising the bar in our industry. We are humbled to be among those that join us as 2022 award winners.”

Michael Freedman, Vice President of Meetings & Events

Double the number of reasons to celebrate meant double the impact Amstar DMC was expected to deliver with an April 2022 incentive travel program for 230 construction qualifiers — a challenge the Amstar team readily accepted.

Amstar’s relationship with Carlisle Construction Materials runs deep, with Amstar having managed this company’s incentive programs for eight years. In 2022, they were also asked to plan Carlisle’s 25th anniversary program, in conjunction with a Cancún incentive trip.

Culture was to be front and center in every aspect of this anniversary incentive, a strength Amstar was excited to showcase given their destination’s unique ability to showcase many aspects of Mexican culture with exciting new twists, too.

Theme nights that showcased both the company’s brand and the vibrant characteristics of Cancún were a top planning priority. Amstar created a welcome night that was an explosion of color and leaned heavily on Day of the Dead cultural elements, including authentic entertainment and traditional face-painting.

When weather pushed another night’s celebration indoors, the Amstar team transformed a ballroom into a “cenote” (a large sinkhole or cave) for a unique ambiance that made guests feel as if they were floating peacefully along while enjoying acrobats and fire artists.

Guests also experienced other immersive pockets of Mexican culture, including a day trip

to Tulum and a cooking class with an award-winning local chef who specializes in rustic, authentic Mexican cuisine.

Striking the right balance between authentic destination experiences and the appropriate level of service the client expected was made possible through careful supplier relationships, and thanks to a good working relationship between Carlisle and Amstar.

Both thrived on holding this incentive in a destination that has re-invented itself time and time again, and in working with suppliers who were keen to demonstrate flexibility, creativity, and resilience. Cancún was also one of the first Mexican destinations to receive international health and safety certification, providing ultimate peace of mind.

And their work paid off: a post-incentive survey of Carlisle qualifiers netted the highest return on guest satisfaction to date, even from participants who had been on company programs for many years.

Carlisle team members also shared that the 2022 incentive left them incredibly motivated to meet sales goals throughout the year and ensure they qualify for the company’s 2023 program — leading to a new exciting challenge for how Amstar will raise the bar even higher in future destinations!

Amstar DMC
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