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CRYSTAL
AWARDS

portugal travel team
DESTINATION MANAGEMENT COMPANY

PORTUGAL TRAVEL TEAM

AWARD CATEGORY BEST DESTINATION-BASED EXPERIENTIAL INCENTIVE TRAVEL PROGRAM

PROGRAM NAME CHAIRMAN'S COUNCIL 2023

CLIENT CANACCORD GENUITY



site



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We are immensely honored to receive this award, a powerful testament to what true partnership can achieve. Our collaboration with Canaccord Genuity was built on a foundation of mutual trust and a shared vision that undoubtedly played a pivotal role in earning this prestigious accolade. Together, we strived to create unparalleled, immersive travel experiences that not only captivate but also create meaningful impacts. This award is not just a recognition of our team's dedication to excellence, but also of the synergistic power of collaboration. We are deeply grateful for this honor.

- Beatriz Sá, Portugal Travel Team

Portugal Travel Team crafted a world-class incentive travel experience for their Canadian wealth management client by presenting attendees with top-level, personalized picks at every step.

This May 2023 program in Lisbon marked a significant change for Portugal Travel Team's client, with the client opting to plan and execute their prestigious Chairman's Council program in-house for the first time. Portugal Travel Team knew, then, that they had to make a statement, make it the most memorable Chairman's Council thus far, and surpass expectations.

While this program included many standout experiences, one of the biggest highlights started with timing the program just right so that it overlapped with a local championship soccer match.

Portugal Travel Team knew they wanted to be the first — and only — DMC to bring a group to watch this high-energy final. While the atmosphere alone made for an unbeatable experience, the DMC topped the match day off with personalized jerseys to get attendees in the spirit and a pre-game rooftop session with the club's mascot, a live eagle.

Another surprise moment tapped directly into the client CEO's passion for opera. During a Michelin-star meal, guests were treated to a live flash mob opera performance. The performers dressed as restaurant employees and spent the first part of the evening delivering food and drinks, only to turn around and deliver a timelessly beautiful performance!

Portugal Travel Team also delivered incredibly personalized experiences to ensure qualifiers and

their guests could make the most of their time in their destination and see or do what interested them most.

After treating attendees to a bespoke catamaran experience, for instance, Portugal Travel Team transitioned the group into a tuk-tuk tour with a twist. Guests directed their tuk-tuk drivers wherever they wished to go — and could decide on their own if they wanted time to relax at their hotel or venture into Lisbon's Belém Quarter and continue exploring.

Similarly, for the gala dinner evening, Portugal Travel Team organized individual luxury sedans to transport each couple to the evening festivities. Everyone was then able to arrive and depart at their leisure in the comfort of a convenient, chauffeured ride.

The end results of Portugal Travel Team's efforts to present the very best their destination has to offer paid off. Program participants said their time in Lisbon elevated their camaraderie and inspiration. They also said the program helped them feel more connected to the client's mission, with one advisor even saying on the final evening that being part of the program had rekindled her passion for wealth management.

It was an experience packed with gratitude, inspiration, and enthusiasm: sentiments that will continue driving employee loyalty and career-best performances that result in solid financial returns, too!

Portugal Travel Team