

site



CRYSTAL
AWARDS

MEP
DESTINATION
BUSINESS SOLUTIONS

MEP DMC TURKEY

AWARD CATEGORY BEST DESTINATION-BASED EXPERIENTIAL INCENTIVE TRAVEL PROGRAM

PROGRAM NAME NEW ZEALAND CONSTRUCTION COMPANY 2023 INCENTIVE

CLIENT BCD MEETINGS & EVENTS NEW ZEALAND



site



CRYSTAL
AWARDS



“We are thrilled to be the winners of this prestigious SITE award and grateful for the opportunity to collaborate with BCD Meetings & Events New Zealand on such an extraordinary project. Bringing their vision to life across the dreamy destinations of Istanbul, Gallipoli and Cappadocia was both an honor and a reflection of the unique experiences Türkiye offers. This Crystals Award celebrates the dedication of our team and the magic of our beloved country. Being recognized alongside other industry leaders encourages us to continue creating unforgettable moments and raising the standard for excellence.”

- Eda Özden Günyüz, Managing Director, MEP DMC Turkey

MEP DMC truly showcased the best of Türkiye during a July 2023 incentive that brought qualifiers to three sparkling cities — with MEP’s intimate knowledge and immense dedication making this a gem of a program well-deserving the 2025 Crystal Award for the Best Destination-Based Experiential Incentive Travel Program.

MEP DMC served as the primary coordinator for an eight-day adventure across Istanbul, Cappadocia, and Gallipoli for 130 reward-earners from a New Zealand-based construction company.

In each city, the MEP team relied on smart partnerships, their team’s homegrown pride, and extensive destination knowledge to bring to life vibrant, rich attributes of Turkish culture for these elite incentive winners.

Starting in Istanbul, MEP drew on different aspects of Istanbul’s infrastructure to uniquely weave together the destination’s culture and history: organizing curated tours of the Hagia Sophia, Topkapi Palace, and the Blue Mosque.

Another standout Istanbul highlight for the group was a guided private storytelling tour around the Basilica Cistern — with MEP also flipping the site for an evening event venue within an hour of it closing to the public for the day.

MEP stayed committed to providing a true incentive experience as the group moved to Cappadocia. The team conducted a robust pre-program sourcing mission to select the exact right accommodation for the client, eventually collaborating with staff at the cave hotel MEP selected to enhance amenities even further and ensure attendees would feel absolutely at ease in a super comfortable, luxurious setting.

MEP also took full advantage of the gorgeous natural settings on full display in Cappadocia, coordinating hot air balloon rides and a beautiful evening in the Pasabag Valley.

Entwining both the destination-based experience of MEP’s team and the place-specific ties of their client best, however, was a solemn moment during the client group’s time in Gallipoli.

MEP DMC understood the historical and cultural connections of the peninsula for participants and held a special ceremony commemorating the events of World War I; with Gallipoli an especially significant site connected to ANZAC Day. This personalized, meaningful ceremony honored the client’s heritage and provided a profound, emotional experience that resonated deeply.

All of MEP DMC’s efforts paid off — literally — for their client. Following the program, the end client reported a significant increase in sales, notable growth in market share, and positive account retention trends, as well as heightened motivation and performance across their workforce as everyone aims to reach next year’s incentive sales targets.

By collaborating closely with in-destination experts renowned for their expertise and engaging storytelling skills, as well as MEP’s signature ability to transform iconic sites into stunning event venues, MEP DMC guaranteed this was an incentive experience their clients will never forget!



MEP DMC would also like to thank BCD Meetings & Events New Zealand for helping support this award-winning program.