

site



CRYSTAL  
AWARDS



SPAIN TACULAR

A Hosts Global Member

# SPAIN TACULAR

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: EUROPE

**PROGRAM NAME** CISCO 2023 EMEAR SALES CHAMPIONS WINNER CIRCLE - "SURFING SAFARI"

**CLIENT** CISCO SYSTEMS





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**“At Spaintacular we are very proud to fulfill the expectations of our clients. This project, part of a six-year series, was challenging and rewarding at the same level. We hope to be able to repeat year after year the success of this program. Thank you, Cisco and Maritz, for your confidence in us.”**

**- Nacho Ferrando, CEO, Spaintacular**

Spaintacular’s dedication to going above and beyond during a Tenerife incentive produced “epic,” award-winning results, making this incentive well-deserving of a 2025 SITE Crystal Award.

Expectations were high from the start when planning this September 2023 program for 450 guests from across the EMEA region. The end-client, a blue chip multinational technology company, decided for the first time to rely entirely on a local DMC rather than bring any in-house or other supplementary resources from their headquarters — putting a tremendous amount of pressure on Spaintacular to match and surpass previous incentives.

Spaintacular relied on its close relationships with local vendors to share resources and streamline processes. Together, DMC team members led joint efforts across six total companies to pull together a standout incentive experience in the Canary Islands.

Each partner shared Spaintacular’s commitment to delivering five-star service before, during, and following up after the program: with Spaintacular even creating an internal recognition program that rewarded program staff who went above and beyond.

The Spaintacular team was also highly praised by both the events agency they worked with and the incentive end client for Spaintacular’s depth of knowledge, quick response times, and ability to serve as a true partner. The client especially noted Spaintacular’s strength in understanding their needs, calling them “world-class from a creative concept and design perspective.”

Program elements certainly showed off these creative and design skills, with Spaintacular creating a “surf camp” hospitality lounge that took over the hotel’s

Lagoon Pool; a welcome “Flamenca” party; and a vast catalogue of morning activities for qualifiers to try things like hiking the world’s third-largest volcano, making paella, exploring Tenerife by kayak, and more.

A top highlight of the program was the “Magical Tropical Garden Celebration Party.” With limited large venues available in Tenerife, Spaintacular used an unconventional location, a banana plantation, to bring their high-end evening vision to life.

The DMC set up all resources for the event, including power, restrooms, all catering facilities, and production elements, from scratch. Spaintacular then packed the evening with dazzling entertainment that included a “Charanga” marching band, dancers in synchronized laser outfits, and a “Carnival Comparsa” Bollywood-style closing number that transitioned into a late night dance party to cap off the night.

Aside from the “epic” moniker that continuously surfaced in post-event feedback, Spaintacular also won high praise for achieving the client’s goals of helping corporate achievers build relationships; celebrate accomplishments; and feel energized, motivated, and encouraged to maintain their outstanding performance.

The program earned an overall 9.8 out of 10 rating, with attendees saying it was also the “best celebration gala event ever” — true music to the ears of everyone involved in bringing this Spaintacular vision to life!



*Spaintacular would also like to thank Maritz Global Events for helping support this award-winning program.*