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CRYSTAL
AWARDS

Colombia
en colores^{SMC}

COLOMBIA EN COLORES DMC

DESTINATION: COLOMBIA

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: LATIN AMERICA & CARIBBEAN

PROGRAM NAME THE GREEN GOLD

CLIENT ANONYMOUS



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“Being selected to execute this high profile incentive group was a significant win for Colombia en Colores DMC and it definitely positioned Colombia as an incentive destination. This demanding program challenged us to be creative and gave us the opportunity to be very innovative. The collaboration of our team with our partners allowed us to take this program to the next level, exceed our client’s expectations and deliver an unforgettable experience for the winners, while leaving a lasting positive impact on our local community.”

Marc Glatigny, President, Colombia en Colores

After a highly competitive bid process, Colombia en Colores DMC was selected by one of the most reputable incentive houses in France to organize one of the most prestigious incentive trips in the French market, for 300 participants from a world famous French automaker. They named the program “The Green Gold”. Gold paid homage to the country’s rich, pre-Colombian gold history, while green was indicative of Colombia’s lush green coffee-growing landscapes, as well as the country’s national stone, the emerald.

The objective of this annual incentive is to reward the 150 dealers who achieve the highest sales of their auto brand, and to thank their spouses for supporting them in this endeavour. As these qualifiers are well travelled, this incentive trip needs to be extremely exclusive and provide once-in-a-lifetime experiences that guests would not be able plan on their own. Each year must be better than the year before, and only the best and most exclusive parts of a destination are offered to the participants.

Colombia En Colores DMC did just that – showcasing the best and most memorable parts of Colombia – from an exclusive beach day on a private island, to chartering numerous 19-seater planes to fly qualifiers

directly to the UNESCO declared Coffee Cultural landscape of Armenia, to a Gala dinner in the famous Baluarte San Ignacio where 100 servers served each guest in an elegant synchronised meal service.

Colombia En Colores DMC were challenged to push the envelope and create something this group had never experienced before and the memories and connections made in Cartagena did just that. Every moment was a WOW!

For further details, please contact:

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