

## ACTIVITIES CASE STUDY - WINTER

### **CLIENT OVERVIEW**

Headquartered in South Africa, Dimension Data is a specialist IT services and solution provider that helps clients plan, build and support their IT infrastructures. Founded in 1983, the company now operates in over 30 countries on six continents. Thirty-two of the top 100 listed companies in the UK and 125 of the US Fortune 500 companies did business with Dimension Data. Dimension Data has over 8,600 employees in over 30 countries and generates over \$2 billion in revenue annually.



Particularly cognizant of the value of rewarding top performers, Dimension Data takes its top sales people (and significant others) on an all-expenses-paid weeklong trip each year – alternating warm and cold weather destinations. The bar was significantly raised yet despite the heightened goals, the thought of Vail, Colorado inspired nearly 100 employees to earn the trip. With spouses, guests and management, the group totaled just fewer than 200!

### **PROGRAM GOALS AND OBJECTIVES**

The goal was for each attendee to enjoy nothing but VIP treatment throughout the weeklong program. The group's planner said that if the guests had to think, then we hadn't done our job. We were to be one step ahead of their every move and to cater to their every need.

### **THE CHALLENGE**

Although it was promoted as a ski incentive trip, we knew that not everyone in the group would want to ski or snow board. Therefore, our challenge was to make sure there were enough alternate activities for the non-skiers and boarders in the group.

### **THE RESULT**

Vail and the surrounding area offers a considerable number of alternate activities in the winter – extensive spa treatment offerings, hot air ballooning, dog sledding, snowmobiling, cross-country skiing, snow shoeing, tubing, ski-biking, ice skating and outlet shopping – a particular MUST for international groups!. Knowing that the week that the group would be in Vail was going to be still very much high-season, it was imperative to reserve as many activities in advance as possible. The Arrangers not only did this, but also negotiated favorable cancellation deadlines that made it possible to offer the group as many non-ski / board options as possible throughout the week.

### **ADDITIONAL SERVICES**

In addition to coordinating ski and snow boarding (equipment, rentals and lessons) for 144 and alternate activities for 37, The Arrangers coordinated all other aspects of the program including arrival and departure transfers, room blocks at two hotels, Hospitality Desks at each, an off-site Welcome Dinner, an off-site Farewell Dinner and two nights of Dine-Arounds at five restaurants.

*"Wow! What can I say? I can't believe the program has come and gone. I truly enjoyed working with you and Fiona over the last two years to prepare for our Incentive to Vail. Your team planned and executed every last element of the program with perfection. And with so many to keep track of over the years, that is a true testament to your attention to detail and organization."*

*Kelly Dower, Owner, Full Input Incentive Planners*

