

**NATURAL BEAUTY**

COLORADO SPRINGS OFFERS STUNNING  
SITES AND SUPERIOR SPACES

**NEW INCENTIVES**

LEARN A REINVENTED APPROACH TO  
MOTIVATIONAL BUSINESS TRAVEL

**CLASSIC CAMPS**

SPARK UP NOSTALGIA AND BONDING  
OPPORTUNITIES IN NATURE

# colorado

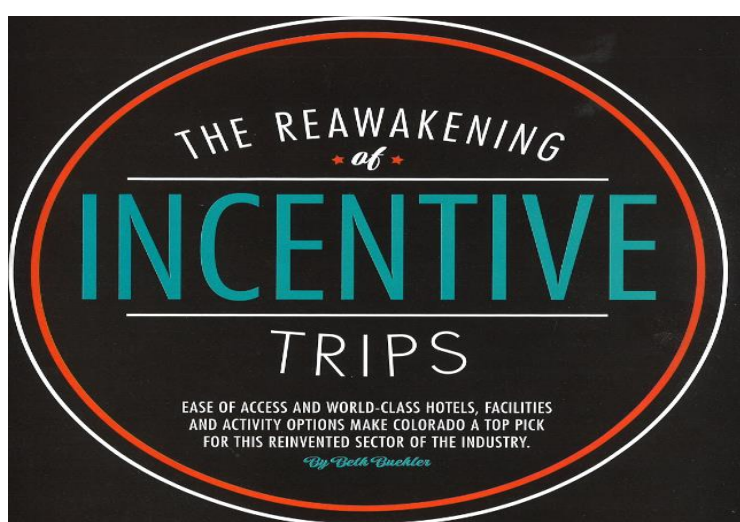
## meetings + events

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HOW TO DISCONNECT YOUR GROUP FROM  
DEVICES AND FLOURISH {36}



## *A NEW APPROACH*

In a unique move for a destination marketing organization, Snowmass Tourism has helped develop a new adventure travel-focused receptive tour operator that is headquartered in Snowmass but feature itineraries that span a number of Colorado's iconic mountain towns. "We are getting new and different requests from groups, they don't want just sun and fun on a beach but something more active," Brodsky says.

Together, Snowmass Tourism and Ursus Adventures have developed fully guided, full-service itineraries that should play well in the incentive market and are being offered only business to business at this time. "These itineraries feature daily adventure-based activities, cultural happenings, great culinary opportunities and are fully customizable for a particular client," he explains. "This is really new concept stuff in Colorado, not just reawakened but reinvented."

It's a concept similar to traveling abroad. "When going to Europe, you typically visit a few days here and a few days there. The same can be done in Colorado mountain towns, so not only staying in Aspen and Snowmass but also Crested Butte, Telluride and Durango," Brodsky says.

These active incentive trips, offered from June through early October, are typically a week long. Economy to high-end lodging can be selected, and there is an adventure-based activity planned for each day. For example, an excursion might include overnight rafting on the Arkansas River, llama trekking outside Durango, riding on the Durango Blues Train, visiting craft breweries, and hiking from Aspen to Crested Butte.

The goal is to provide groups with deeper, richer incentive trip experiences. "Groups from the United States don't need to go to the ends of the earth for great adventure travel, they can enjoy it right here," suggests Brodsky.

For destinations like Snowmass with several properties that don't have the capacity to serve large groups, these types of trips open up the opportunity for great smaller properties to get involved. Brodsky says, "It allows other lodges to play ball in this market."

The big message? Today's incentive trips are not about luxury and excess, they are about creating memorable experiences, building teams and giving back while being rewarded. 🍷