

ALTOUR

UNVEILING A LEGENDARY

Alpine Incentive

TYPE OF EVENT: **LUXURY INCENTIVE**

INDUSTRY: **BUSINESS SUPPLIES**

ATTENDEES: **35 PEOPLE**

LOCATION: **CHAMONIX, FRANCE**

For over two decades, a steadfast leader in the wholesale industry has turned to us to deliver the thrill of the slopes and the power of networking all wrapped up in the magic of a ski incentive. The Whiteout is a dazzling journey of sales, networking and rewards and year after year, they've entrusted us with curating an unforgettable experience that blends business and pleasure. It's safe to say that with each passing year, it has grown into a legendary industry tradition and this year's event was no exception.

CAMPAINING FOR SUCCESS

In the run up to the event, our client invited all of its UK customers to embark on a journey to win big. Alongside monthly prizes, customers who exceeded their monthly sales targets by the greatest amount were rewarded with a spot on the coveted luxury Whiteout trip. The 6-month campaign was designed to build momentum, fuel encouragement and foster engagement within the business.





A NETWORK BEYOND THE SUMMIT

The grand culmination of the six-month incentive journey led to the legendary Whiteout trip. Our winners were transported to Chamonix, France, an iconic ski resort nestled in the heart of the stunning Mont Blanc mountains. Here, they would not only conquer the slopes but also network alongside senior company figures, fellow winning customers, and some of the industry's most influential suppliers.

A PLAYGROUND FOR EPIC ADVENTURES

Surrounded by the magnificent Mont Blanc mountains, there's a wealth of opportunities for both ski novices and experts to conquer the slopes. Plus, when the adrenaline wore off, we hosted a range of apres-ski activities that ensured every moment was truly legendary.

WHERE LUXURY REACHES NEW HEIGHTS

We handpicked a hotel that transcended mere luxury. Its modern interiors were a work of art, a fusion of sophistication and comfort. Every dining experience was a culinary masterpiece, celebrating local delicacies with a touch of global flair. It was an invitation to indulge in the extraordinary and deliver an unforgettable experience.

MORE THAN AN EVENT — IT'S A LEGACY

The annual Whiteout trip is not just a trip; it's a legacy in the making. With a backdrop that's almost as awe-inspiring as winners' journeys to get there, it promises not just memories, but connections that will last a lifetime.

WE DON'T JUST AIM TO CREATE EXPERIENCES; WE CRAFT LEGENDARY STORIES.

This client's ski incentive is a shining example of our ability to transform a traditional business trip into an unforgettable, career-defining adventure. If you're ready to script your own extraordinary narrative get in touch.

