

EXTERNAL COMMUNICATION

November 7, 2016



Distant Frontiers Receives 2016 SITE Crystal Award for Best Destination-Based Experiential Incentive Travel Program

SITE Crystal Awards Recognition Program provides industry acclaim for world-class organisations that excel in the design of unique, memorable group travel experiences that deliver measurable benefits for their clients. Today, the awards serve as a benchmark for incentive travel programs and are regarded as the highest honour in the motivational events and incentive travel industry. Incentive programs held between 1 May 2015 and 1 May 2016 were eligible, and an independent panel of judges evaluated entries.

Distant Frontiers received this prestigious award for Best Destination Based Experiential Incentive Travel Program. When a client of Distant Frontiers wanted to offer a “wow experience” for their top 60 directors, Distant Frontiers chose Jodhpur, India for its diverse landscape, delicious cuisine, and rich cultural heritage. To meet the client’s goal of offering a truly out-of-the-ordinary experience, throughout the five-day trip Distant Frontiers chose accommodations and activities that took advantage of every aspect of the unique destination and ensured that each day unfolded as a surprise to participants.



While many of the participants had travelled to India previously on business, the inspiring program left them with a new impression of the destination and was described as “one of the most incredible incentives they had ever been on.” The unique and authentic experience helped the team to bond and collaborate while creating experiences that would last a lifetime. It was an award winning incentive travel program!

The award ceremony was held on 6 November, 2016 during the SITE Global Conference in Panama City, Panama. Lovleen Sagar, Head – Operations & Business Development, Distant Frontiers received the award on behalf of the company.

“We are honoured and delighted to receive this recognition of excellence for an experiential incentive program from our peers in the Incentive Travel community, especially since it is our very first shot at the award,” said Mr. Dipak Deva, Managing Director, Distant Frontiers.