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Award Category: Excellence in Incentive
Travel: Asia Pacific

Program Name: Cementos Moctezuma Annual
Distributors Convention XIX

Client: Cementos Moctezuma



Cementos Moctezuma is one of the largest cement and concrete producers in Mexico and is always looking for unique venues for their annual distributor event. This particular 15-night incentive for 270 attendees brought the group to Bangkok, Thailand; Siem Reap, Cambodia; and Hanoi, Vietnam. The client wanted to visit an elephant sanctuary, so Chiang Mai was added to the itinerary.

There were many challenges faced by Travelieer, including obtaining visas for all participants for each country, four different flight itineraries using six airlines (34 flights in total), finding restaurants to accommodate all participants on each leg of the journey and an emergency departure by the CEO of Cementos Moctezuma.

Chiang Mai was the perfect host for a fantastic welcome dinner. The guests enjoyed local dishes and a recreation of a “Loy Krathong Festival,” where floating lamps placed on the water is an expression of gratitude for life granted throughout the year. The second stop of their adventure took place in the exciting and cosmopolitan city of Bangkok to visit Bangkok’s Royal Palace, Wat Pho and Wat Arun temple with cocktail parties on their famous rooftops. The group was transported from place to place in their famous “tuk-tuks”.

The distributors also visited the city of Siem Reap in Cambodia for an unforgettable dinner inside Angkor Wat. The program continued in the amazing city of Hanoi, with its centuries of historic architecture. The group also spent one night on seven deluxe cruises in Halong Bay.

The main objective for the Cementos Moctezuma incentive trip is to strengthen the relationship between distributors and the company through networking. It’s also a great way for senior management to get direct feedback from their distributors, creating bonds between distributors and management of Cementos Moctezuma.

