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Interviews Partner Spotlight

Q&A: See How Fiesta Americana is Connecting Attendees to the Destination

By Web Editor · August 23, 2016



Fiesta Americana

We spoke with Paloma Bravo, international group sales executive for Fiesta Americana Puerto Vallarta All Inclusive & Spa about how the resort is helping attendees connect to the destination in creative and meaningful ways. Here's what she had to say.

In what ways has technology been woven creatively into meetings and incentives?

Bravo: We've worked in the past with local vendors that offer a technology via barcoded bracelets that are provided during the check-in process that connected to a computerized database. When the bracelets are scanned with important participants' information, such as their profile, agenda, meetings and activities or accomplishments during the program, this technology allows our clients to access information reports that are very helpful for the group coordination.

How are you connecting groups to host destinations in meaningful ways?

At the moment, we are connecting groups through a promo package where the client can plan an offsite dine around from a list of popular local restaurants, attend a city tour, enjoy a themed night with local entertainment, such as mariachi and folkloric ballet, and have a group activity like a volleyball tournament at the hotel beach. This promo package is called Viva Vallarta!

Have you offered any team building experiences that showcased local heritage and traditions?

We do offer to a list of experiences and activities that our client can choose from to have an approach to local heritage and traditions. To name few: city tours through our historic district, native culinary cooking classes with fresh local ingredients, dancing lessons, local activities (zip-lining, jungle tours, fishing tournaments, sunset sailing), etc.

Can you describe a meeting, incentive or event that incorporated a cultural venue in a creative way?

Recently, we had an incentive group where the client invited all program participants to bring a non-monetary donation for a local primary school. Participants brought all things from school supplies and books to computers. During the program, the entire group was lead to the beneficiary primary school (previously chosen by the client from a list of local schools) where the participants met the students and handed personally their donations.

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Accessed: 08242016