

site



CRYSTAL
AWARDS



**CREATIVE
TRAVEL**
a family story since 1977

CREATIVE TRAVEL

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: ASIA-PACIFIC

PROGRAM NAME VIAJE DIAMANTES 2025: INDIA – MALDIVAS

CLIENT OMNILIFE DE MÉXICO, S.A. DE C.V.





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“Ever since my first visit to Ladakh a few years ago, I had vowed to bring an incentive here one day. To have operated the first-ever international incentive to this unique, untouched destination required not only confidence and guts but also tremendous trust from our client and partners. This is the ultimate case study of teamwork making magic happen. I cried on the way out, not only because I had achieved my personal dream, but also because I was proud to put this destination on the map for more to come. This is true incentive travel.”

- RAJEEV KOHLI, JOINT MAANGING DIRECTOR, CREATIVE TRAVEL

Boldly going where no others have: embracing new and never-been-used-before incentive travel destinations

Creative Travel went to literal new heights in sourcing their incentive destinations, earning the team a 2026 SITE Crystal Award for Excellence in Incentive Travel

A trilogy of three incredibly bespoke experiences in never-before-used destinations make Creative Travel's award-winning January 2025 incentive travel program shine bright.

The DMC, known for regularly pushing the envelope like few others in the incentive industry do, delivered an emotionally resonant incentive travel program for the 32 highest-achieving distributors from the Mexican arm of a nutritional supplement and beauty product group.

While there's much about this program for equally ambitious professionals to learn from and applaud, it's Creative Travel's keen interest in tapping previously unused destinations that makes them stand out as a testament to the movingly transformative power incentive travel uniquely delivers.

This program began in Leh, the capital of a remote Himalayan region called Ladakh, in extreme northern India. Also known as “Little Tibet,” Leh's serene environment, dominated by dramatic mountain landscapes and speckled with ancient monasteries, is home to just 30,000 residents.

This was the first international incentive group to visit Ladakh, with a bold decision by Creative Travel to visit in the heart of winter. In striving to meet their client CEO's request for a deeply spiritual and emotional incentive experience, Ladakh proved to be an excellent first leg of the group's three-destination tour.

In Leh, participants began by breathing, reflecting, and connecting with themselves and one another. Qualifiers joined a traditional monk blessing, soaked in an expert-led rooftop stargazing night, took a legendary frozen river walk, and enjoyed a wintertime horse polo game.

Qualifiers then journeyed to Varanasi, one of the world's oldest living cities, and another unconventional incentive travel destination. Nestled in India's spiritual heart, qualifiers watched the sun rise over the Ganges before a private boat ceremony and classical concert at a 200-year-old palace. Finally, the group concluded their time together in the Maldives, embracing the pure joy of a waterside gala dinner.

Using lesser-frequented destinations — and first-time ones like Leh — required intense collaboration between Creative Travel and their in-destination partners.

Through their dogged determination, the team amazingly found a Spanish-speaking Ladakhi resident to translate experiences for the group; programmed authentic cultural performances throughout; and looked after the just-as-important practical details at each stop to keep luggage, transfers, and guest safety top of mind — especially at higher altitudes and on further-flung routes where logistics were infinitely more complicated.

Embracing the new and completely novel delivered exactly what Creative Travel's client sought. This incentive program celebrated the human spirit, with touching moments during the group's time together where individuals shared deeply held emotions their time in the destinations helped surface.

The incentive delivered just-as-clear business returns too, with distributors' sales increasing 30 percent YoY and the client enjoying a 100 percent distributor retention rate.

“This experience went beyond mere sightseeing,” Creative Travel shared. “It was a moment of soul-seeing,” shaping profound senses of belonging, gratitude, motivation, and aspiration for all of those involved.