

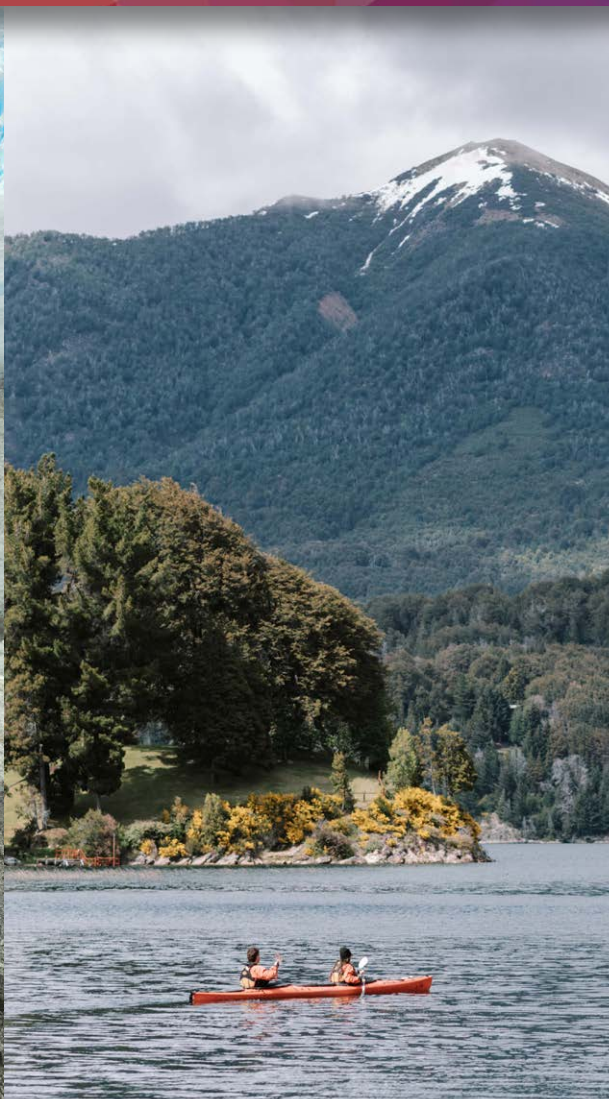


ONE10

AWARD CATEGORY BEST DESTINATION-BASED EXPERIENTIAL INCENTIVE TRAVEL PROGRAM

PROGRAM NAME LAYERS OF ARGENTINA: A TAILORED JOURNEY OF REWARD AND DISCOVERY

CLIENT ANONYMOUS





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We're incredibly honored to be recognized as a SITE Crystal Award winner among so many respected peers and leaders. This achievement reflects the extraordinary creativity, precision, and heart our team brings to every program. Together we craft experiences that move people, motivate performance and improve the bottom line. Hearing participants describe our Argentina journey as 'life-changing' and 'unforgettable' is the greatest reward of all."

- Bob Miller, President and CEO, One10

Destination diversification: delivering an innovative group incentive beyond a “one size fits all” approach

One10 proved their 2026 SITE Crystal Award credentials with an innovative Argentina program that offered qualifiers a range of pre-program options

With their November 2024 “Enchanting Argentina” program, One10 delivered a thoughtfully layered and personally tailored experience that perfectly encapsulates the evolving direction of group incentive travel rewards.

This program, One10's first for the client, needed to align with their target audience: high-performing, well-traveled automotive dealers ages 35-60. One10's client made it clear from the outset, too, that flawless execution, an exceptional qualifier experience, and demonstrable business results stemming from the reward were non-negotiables.

Realizing straight away that a diverse group translated to differing travel preferences, One10 purposely selected Argentina as a destination with a wide variety of enriching incentive experiences on offer. They then used the destination's strengths to deliver a just-as-diversified reward that immensely satisfied their client's stated objectives.

The centerpiece of One10's approach were three immersive pre-program journeys the team designed, with each journey rooted in the distinctive culture, environment, and gastronomy of an iconic Argentinian region.

Qualifiers could select from exploring Mendoza Wine Country, enjoying private access to premier vineyards and interactive cooking classes; engage in an extraordinary blend of adventure and refinement in Bariloche, with private sailing excursions and gourmet lakeside lunches; or embark on the ultimate daring and dramatic escape to Southern Patagonia, including private helicopter tours over glacial landscapes and opportunities to explore remote, largely untouched terrain.

The full group then reunited in Buenos Aires for the main incentive program. Here, they enjoyed exclusive tango performances, curated city tours, and an incredible day trip to Iguazú Falls (one of the Seven Natural Wonders of the World) via a privately chartered flight.

What sets their approach to experiential incentive design apart, One10 says, is how the team fused authenticity with exclusivity: giving attendees plenty of opportunities to craft a bespoke incentive experience in line with their unique interests and travel styles.

This early customization generated anticipation and boosted participation during the qualification period, One10 noted: with qualifiers adopting a true sense of ownership and building genuine excitement before even stepping foot in Argentina. The post-program payoff of One10's personalized approach to what's still a group reward was clear, too — in line with the experiential programming that tied directly into their client's core values of performance, aspiration, and authenticity. Participants described the experience as “life-changing,” “the best trip [they've] ever taken,” and “the gold standard for incentives.”

Satisfaction scores across all pre-program experiences came in at a 4.9 out of 5 final ranking, with attendees specifically taking note of the personalized destination pathways as a meaningful differentiator of this program.

One10 ultimately sees their “Enchanting Argentina” reward as one that marks a transformative shift in incentive design — setting a new standard for elevating personalized experiential destination elements without compromising on overall program cohesion or standards of excellence.