

site



CRYSTAL
AWARDS

.VAOVA

COLOMBIAN DMC
THE ART OF HAPPENINGS

VAOVA TRAVEL

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: LATIN AMERICA & CARIBBEAN

PROGRAM NAME A TALE WOVEN BETWEEN CULTURES: QUÁLITAS BEYOND REALISM & MAGIC

CLIENT QUÁLITAS





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“Being named a SITE Crystal Award winner is an incredible honor for our team and for Colombia. It marks one of the biggest milestones in our 13-year journey and gives a strong boost to our vision of positioning Bogotá as a leading hub for incentive travel. This win shows that creativity, storytelling, and genuine hospitality can turn our city into an extraordinary stage for global events. We’re proud to represent our country and to prove that Colombia’s identity is our greatest competitive advantage.”

- Juan Pablo Toro, Founder & CEO, VAOVA

Strong intra-dependent partnerships: a win-win for standout incentive travel experiences

VAOVA Travel worked with 50+ local partners to deliver a Bogotá-based award — earning them a 2026 SITE Crystal Award for Excellence in Incentive Travel

In November 2024, VAOVA Travel delivered an incentive travel reward for 400 top executives from Mexico’s leading vehicle insurance company. The client was entering Colombia as a new business market, with an interest in using their incentive to reinforce core values and strengthen their market positioning.

VAOVA immediately started tapping its deep relationships and wide-ranging network to deliver for their client’s top executives, after a carefully curated site inspection convinced the client team that Bogotá was the right fit. This alone was a major win, with incentive travel a newer concept for Colombia’s capital city — and this program representing the largest international incentive the city had hosted to date.

One of the first partners VAOVA tapped was PROCOLOMBIA, the country’s national tourism board. Together, both teams coordinated charter flights and aligned schedules to streamline other arrivals: ensuring the destination would deliver the right impression from the moment qualifiers touched down.

VAOVA also used its network of partnerships, contacts and proprietary creative framework, The Art of Happenings, to deliver one-of-a-kind Colombian cultural moments, investing 60 percent of the incentive budget in these immersive experiences. The Art of Happenings blends exclusivity and authentic hospitality with Colombian spirit, weaving together art, storytelling, and culture to design experiences that pulse with soul and purpose.

For example, this incentive featured two dinners in unconventional venues, starting with a welcome on the 32nd floor of Bogotá’s tallest skyscraper. This was followed later in the week by a signature gala dinner at Teatro Faenza, Bogotá’s oldest cinema. Both spaces had never

hosted private corporate gatherings of this magnitude, meaning a huge array of in-destination experts worked together to properly pre-plan, manage the night-of experience, and keep participants safe. Even securing the permissions to use a cultural site like the Teatro Faenza proved to be a multi-step process. The venue was not designed for gala dinners and required VAOVA to build a full-service kitchen from scratch.

Support from Bogotá’s convention and visitors bureau was also crucial, with the Bureau stepping in to help VAOVA craft program elements like a fully privatized journey on the region’s Sabana Train route.

This was another transformative experience that had never been done before. The train, which typically operates as a public tourist service, was transformed by VAOVA into a “moving stage.” The 90-minute journey to the Zipaquirá Salt Cathedral featured a roving showcase of local artists, dancers, musicians, and storytellers.

This incentive proved a massive success for VAOVA Travel’s client, which saw a 49 percent revenue increase within six months of their program — and reported increased loyalty and motivation, too.

It’s the longer term legacy that VAOVA created through its partnerships, though, that speak to the full power and potential of incentive travel.

Bogotá more than proved itself to the international incentive market: with the destination receiving new leads and inquires from international customers off the back of this program’s many successes.

The destination stands out as one that is perfectly positioned to deliver a range of offerings to top performers — with connected, award-winning experts like VAOVA Travel at the ready to deliver one-of-a-kind incentives.

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