

# Re-imagining Luxury Train Travel

BEST LOGISTICS – TRANSPORTATION

2019 ADMEI ACHIEVEMENT AWARDS

## The Vision

Our client's vision was to reward the top performers of their insurance company with a high-end and unique two-center incentive experience in both Boston and New York. The 200 incentive winners were split into two waves, travelling ten days apart. One group flew into Boston, then traveled to New York. The second group flew into New York ten days later and then traveled to Boston. Both groups needed to have an exactly equivalent experience, though in two different directions.

## The Challenge

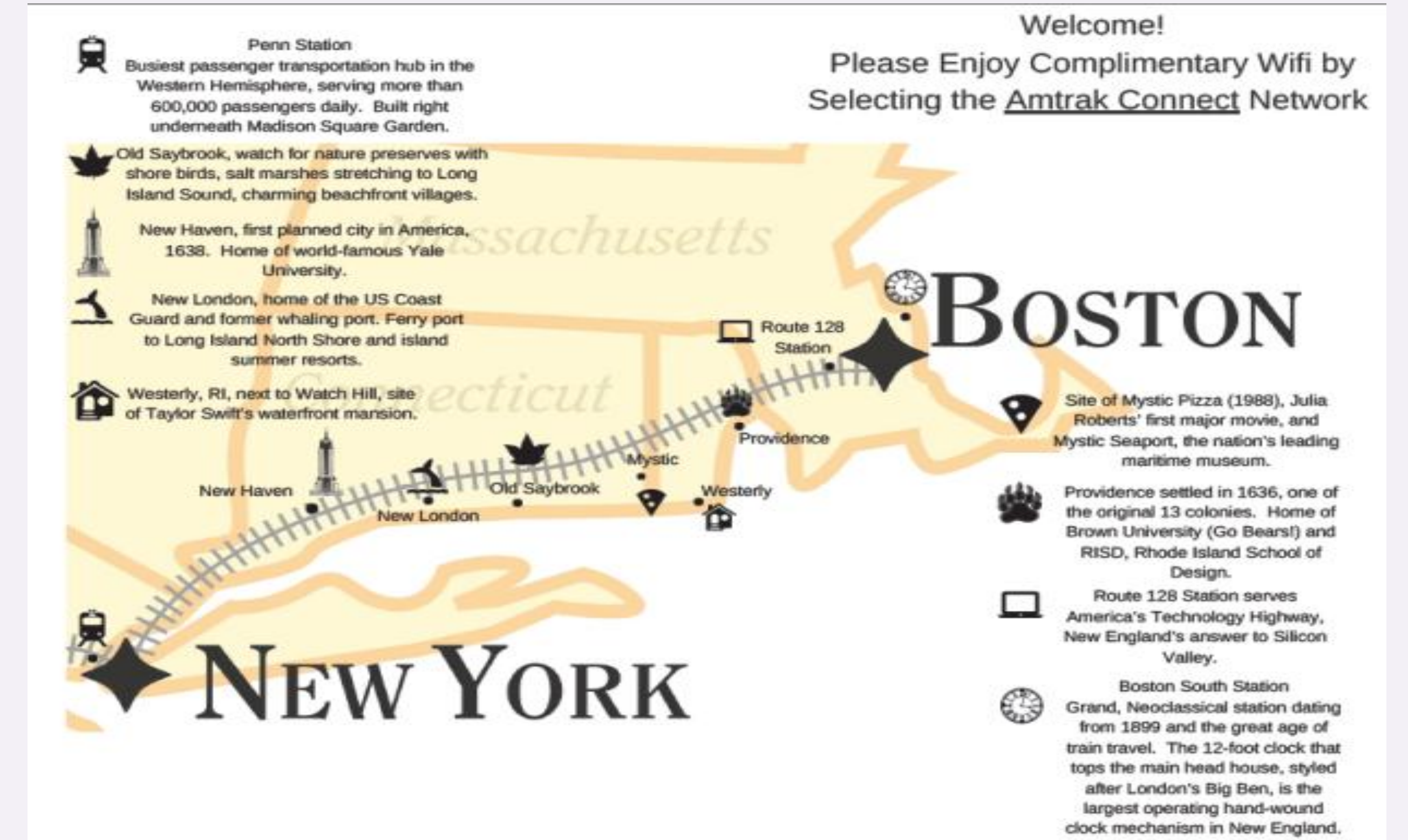
The challenge was to create a luxurious incentive experience to link the two destinations together in mid-program without losing momentum. The client was originally planning to transport the guests either by motorcoach or by air. Both methods were uninteresting and time-consuming; by coach they would waste away the bulk of a precious April incentive day on interstate highways, and the air travel would have been expensive.

## The Strategy

Thinking about how Amtrak trains could likely be chartered for a unique group transfer experience, we devised the perfect solution for this dilemma: book three connecting Acela cars privately and arrange for each city's best caterer to deliver an especially elegant boxed meal. Add in Bloody Marys and Mimosas served tableside, and customized cookies with the client's logo. Finally, create a stylized map that could work in both directions of the coastal transfer, highlighting scenic details along the way!

## The Result

Program hosts table-hopped, chatting with the excited guests at this moving party. The spectacular scenery drew the guests' attention, and snacks and treats arrived at their seats after lunch. Incentive winners took in gorgeous views and arrived three and a half hours later in the heart of each city, where waiting DMC staff whisked them on to their next adventure.



*"I had a very high end incentive trip taking place in Boston in the spring of 2018 and I knew that there was no better option than the FM&A team to pull it off. The highlight of the trip was the train ride the group took from Boston to New York City. We had private cars with special cart service at their seats, gourmet lunch boxes loaded on in a very short amount of time by none other than FM&A staff, custom made maps describing what they would see along the route and the most delicious cookies with their company logo to top it off."*

- Client Testimonial

