## **ICE CLIMBING**

## BEST RECREATIONAL ACTIVITY 2019 ADMEI ACHIEVEMENT AWARDS









Telluride, Colorado is known as a world-class destination for recreational activities.

Early spring is arguably the area's most impressive time of year for outdoor leisure.

When a well-known automotive corporation brought their top-performing dealers on an incentive trip to Telluride last March, our DMC was given the task of planning a challenging group activity unique to the area.

We jumped on the chance to organize an excursion for one of the most thrilling opportunities in the region: ice climbing!

There is nothing quite like climbing a frozen waterfall.