

THE DETAILS



END USER
 LIONEL TRAINS COLLECTORS CLUB OF AMERICA (LCCA)

PROGRAM
 TOOT, TOOT! TOURS ON TRACK

LOCATION
 INDIANAPOLIS, INDIANA

DATE
 JULY 21-27, 2014

ATTENDEES
 600

OUR PLAN

The LCCA had specific interests for tours that we had never planned before. Wanting train tours of all types for a week required Accent Indy to do multiple site visits, schedule frequent calls with new vendors, and provide additional training for guides. Each new vendor was given details of the group and our expectations as a company. Communicating details and expectations upfront was the best way to ensure a successful tour program.



2015 ADMEI
 ACHIEVEMENT
 AWARDS

THE CHALLENGE

Accent Indy and the Lionel Trains Collectors Club of America (LCCA) partnered for the organization's 44th annual convention to provide a week of activity for their guests. A total of 19 tours were offered throughout the course of the program, which showcased the city of Indianapolis and surrounding areas to 1,261 LCCA convention attendees. Daily tours focused on railroading and unique local attractions. In staying with the family oriented goal of the convention, the tour program had to be designed to interest grandparents and their attending grandchildren alike.



OUR SOLUTION



During the week, Accent Indy coordinated 19 tours, 2,765 bottles of water, 684 boxed lunches, 31 motor coaches and 31 tour guides. Working together in a true partnership with the LCCA is what made the Tour Program a success. In the end, the tours did what they were intended to do: share the city's story with LCCA guests and encourage them to return to Indianapolis with their family and friends in the future.

BEST TOUR PROGRAM