

GREATER BOSTON // CENTRAL IOWA // MIAMI BEACH // NAPA/SONOMA // NEW ZEALAND

# meetings

PEOPLE + PLACES TODAY™ 11.16

## Desert BOOM!

The festival trend is hot as an inspirational outlet for corporate groups



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CVBs ramp up mobile and social strategies

**Driving Decisions**  
Planners share best practices for drive-to meetings

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Airport properties are reaching new heights

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Hawai'i Convention Center Meeting Planners' Guide

## Team Player

Putting the “active” in activities, these properties offer some thrill with adventurous options.

At Red Rock Resort’s **The Spa at Red Rock by Well & Being**, which opened in Las Vegas in June, groups can get out of the casino and closer to nature through guided hikes, horseback rides and kayaking excursions throughout Red Rock and the nearby Black Canyons. The hikes can vary in length to accommodate all levels of fitness and experience, as can the biking expeditions, from a scenic 13 mile ride to one of the many dedicated mountain-bike trails in Red Rock Canyon.



THE SPA AT RED ROCK BY WELL & BEING

Managed by Trilogy Spa Holdings, The Spa at Red Rock by Well & Being is a new 25,000-square-foot facility that focuses on wellness through fitness, nutrition, integrative medicine, mind-body therapies and skincare. Well & Being experts will lead groups in teambuilding activities that focus

on productivity and how to balance health and wellness both professionally and personally. [www.r-spas.com](http://www.r-spas.com)

Set on 429 acres overlooking Cape Cod Bay in Brewster, Mass., the **Ocean Edge Resort & Golf Club** encourages groups to get out and enjoy the picturesque scenery. Both stand-up paddleboarding and kayaking are offered at the resort’s own freshwater Blueberry Pond. The Cape Cod Bike and Rail Trail, a 26-mile route that goes through the resort and extends to the National Seashore, is a popular choice for bikers, walkers and joggers. Groups can arrange for a guided tour with stops at local breaches and famed landmarks.

There is also a rooftop terrace, outdoor space and historic venues on-property, and the Mansion, once a private summer home, and the Carriage House can both be used for indoor and outdoor meetings, banquets and receptions. [www.oceanedge.com](http://www.oceanedge.com)

At **Conrad Miami**, groups can chose from outdoor activities right on-site, such as tennis on the rooftop courts and teambuilding by the pool deck, but for the more adventurous, the hotel’s new 1/3/5 Concierge can arrange team experiences off-site like stand-up paddleboarding, surfing lessons or boating, that takes place in one-, three- or five-hour time frames.

Inspired by the idea that “traveling isn’t



OCEAN EDGE RESORT & GOLF CLUB

just about the destination, it’s about the journey,” the concierge program initiative is led by Peter Jon Lindberg, a journalist and self-confessed travel addict. One of the curated programs is “Get Back to Nature,” a guided trip at Biscayne National Park, a 173,000-square-acre area of mangrove swamps and coral reefs where groups can snorkel, windsurf, kayak and even scuba dive. [www.conradmiami.com](http://www.conradmiami.com)

Set among the famed red rock formations for which Colorado Springs, Colo., is known, is the **Garden of the Gods Club & Resort**. The Garden of the Gods, a public city park that was designated a National Historic Landmark in 1971, is the property’s backyard, making it an ideal place to give rock climbing a try. Partnering with Front Range Climbing, the resort offers teambuilding programs that get groups out of their comfort zones to build leadership skills, teamwork and communication. Designed for all ability levels, experienced guides walk groups through a four-hour excursion within 15 to 30 minutes of the resort. [www.gardenofthegodsclub.com](http://www.gardenofthegodsclub.com)

**DID YOU KNOW?** // Resort conference venues report an expected increase of 5.4% growth for 2016.

SOURCE: IACC'S 2016 TRENDS IN THE CONFERENCE VENUE INDUSTRY

## Marriott CRN Debuts Website

Marriott’s Convention & Resort Network launched a new website and message, “Not Just Bigger-BETTER.” The site is designed to help in site selection among the network’s 62 member properties across the U.S., Mexico and Caribbean.

“Marriott’s Convention & Resort Network recently conducted comprehensive customer interviews to identify the process used by meeting planners as they search for the ideal venue for large events,” said Mike Wainwright, vice president of sales, Marriott’s CRN. “In response we have relaunched our digital platform to make it easier for planners to use, by providing stronger tools such as preselected hotel search groupings and narrated site visit videos. We under-



JW MARRIOTT AUSTIN

stand that it’s difficult for planners to spend time on long site selection trips, so our goal is to provide a platform that easily links planners to our industry’s leading brands, most desired destinations and greatest distribution.”

New features include quick links to eight different pre-selected search groupings and Site Visit videos, which are short videos that share facts, floorplans and images, and are narrated by a representative on-property. [www.marriott.com/marriott/convention-hotels-and-resorts.mi](http://www.marriott.com/marriott/convention-hotels-and-resorts.mi)



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