

# COLORADO

## MEETINGS & EVENTS

Spring/Summer 2005

### **V.I.P. Treatment**

By Barbara Wray

When your meeting plan includes catering to the upper echelon of the company, don't give them more of what they've already done—send your VIPs home with something to talk about! According to a recent American Express Platinum Luxury Survey, more than half of affluent customers (59 percent) receive the greatest personal satisfaction from experiences such as fine dining, travel, entertainment, cultural/arts events and sporting events. When the affluent travel, the majority (56 percent) said creating memorable experiences was the most important vacation criteria. Of those who took advantage of VIP services, such as insider access to special accommodations or amenities, 70 percent said these special programs greatly enhanced or somewhat enhanced their travel experiences.



Colorado offers an abundance of unique experiences, many of which can be upgraded with that special touch to absolutely delight your top tier. All of these establishments indicated a willingness to customize offerings in a way that would help planners achieve the desired "wow" affect. Here are our top picks

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### **Arrive in Style**

*Set the tone for your event with a grand entrance.*

### **By Plane**

What if your team could arrive at their destination refreshed and invigorated, having avoided the long lines and unavoidable hassles of flying? Greg Raiff, president and founder of Private Jet Services Group, encourages planners to consider an alternative to commercial travel. "Flying privately is surprisingly affordable. Most people see the words 'private jet' and figure that's what the CEO does, but not them. Yet, some planners we've worked with have acquired new business, or sustained existing clients, in large part because the value of flying on private planes was so fantastic. It's a great way to differentiate with a unique delivery of value."

Private Jet Services Group focuses predominantly on the corporate meeting and incentive market, and most typically works with groups of about 40 to 50 people, yet is equipped to work with groups of eight executives up to 500. Each group is

assigned a full-time person to handle pre-planning and to accompany the group in the air. Raiff's advice for planners is to be upfront about any concerns. "Be honest! Share budget constraints, problems in the past, specific executive concerns, whether related to food, entertaining or the fact that one individual doesn't like to shake hands. Whatever it is, we want to accommodate." Check out Private Jet Services for something unique. Fly from San Diego to Vail for a ski trip, travel from Colorado Springs to St. Thomas for a cruise or take off from Denver and arrive in New York for a three-day program. "Utilizing private jet services becomes a part of the corporate culture; a way to step apart from competitors," says Raiff. Log on to [www.pjsgroup.com](http://www.pjsgroup.com) or call 603.929-9300 for more details.