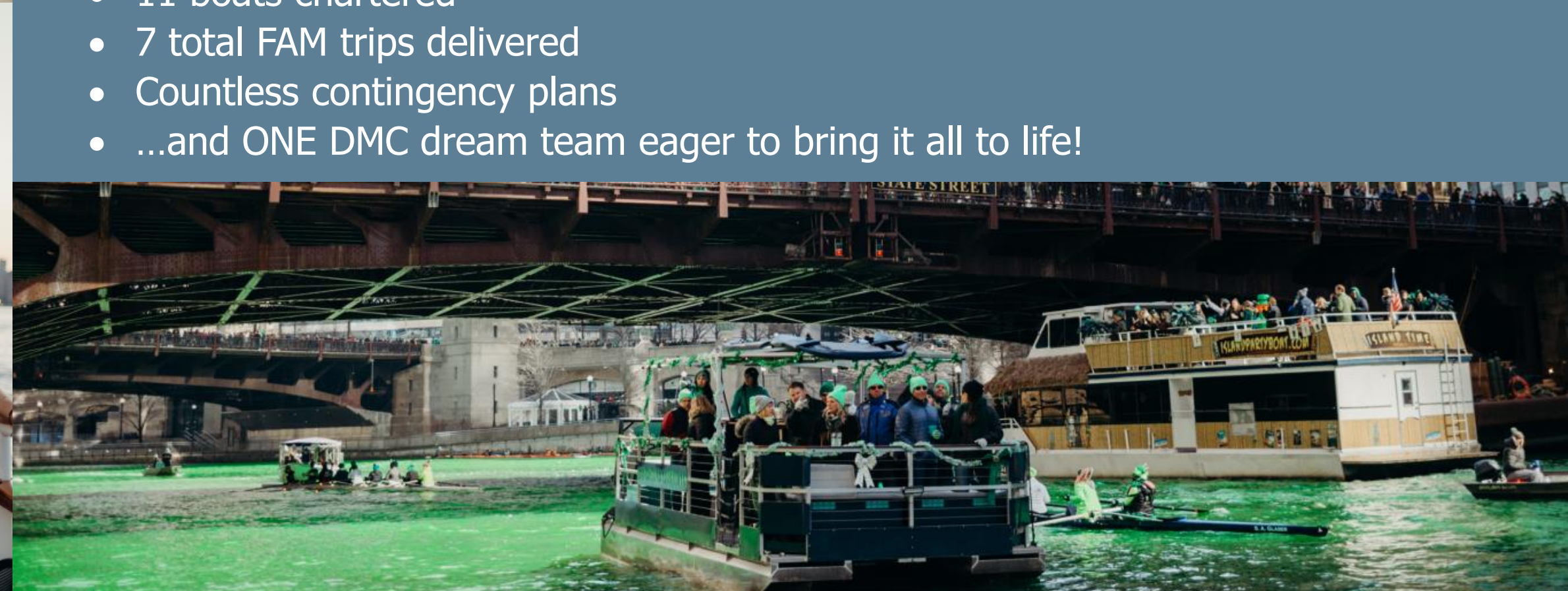


BEST DESTINATION MARKETING SEVEN FAMS, ONE GOAL: MAKE NO LITTLE PLANS

When presented with the opportunity to co-host not one, not two, but SEVEN consecutive FAM trip weekends for our partners at the brand-new Marriott Marquis Chicago, the 360 Destination Group team of hospitality heroes was all in. The shared objective was to show experienced planners from across the country that it's not your Momma's McCormick Place any more – the area surrounding North America's largest convention center has evolved into a progressive and innovative campus filled with unexpected venue options and creative culinary experiences, offering activities rich in history and an endless array of space for groups both minuscule and massive. Mission accomplished.

- 273 total clients entertained
- 227 airport transfers executed
- 68 private helicopter tours operated
- 18 various vendor partners engaged
- 15 delightful décor setups delivered
- 12 host hoteliers involved
- 11 boats chartered
- 7 total FAM trips delivered
- Countless contingency plans
- ...and ONE DMC dream team eager to bring it all to life!



“Partnering with 360 Destination Group has been a great decision for our hotel and one that has brought us great results. We’ve been especially impressed with their ability to assist in the solicitation and closing of business for the property. They’re always there with an “all in” attitude, assisting with everything from airport transfers, to décor set ups, to architecture tours, to helicopter charters – anything and everything required to create an unforgettable destination experience.”

Director of Sales and Marketing, Marriott Marquis Chicago