

DESTINATION HOTELS + ODYSSEY TEAMS

Progressive hotel group + teambuilding company join forces to change the world



Terranea Resort is located in Palos Verdes, south of LA

The following was supplied to *Prevue* by Todd Demorest, lead facilitator with Odyssey Teams

Business is all about relationships and the ability to create value. The more value that a person, team or business can provide—the more opportunities they will have to do so again in the future. Recently, two leaders in their respective industries—[Destination Hotels & Resorts](#) (DH&R) and [Odyssey Teams, Inc.](#)—have created a strategic alliance that increases the level of value they can both offer and deliver to clients.

DH&R is known for their luxurious, unique and one-of-a-kind properties. Odyssey Teams, Inc. is known as the innovator of the community-based philanthropic/CSR teaming events such as Life Cycles (Build Bikes), Helping Hands and Playhouse Challenge programs. Both companies pride themselves on creating the best experiences possible for their guests that will be valued and remembered for a lifetime.

DH&R first learned about Odyssey while Odyssey was delivering a multi-hundred person event at one of their flagship properties. What they saw (and heard from their clients) was not cheesy, contrived or cookie-cutter. Rather, it was a high quality product that lined up perfectly with the type of rewarding experiences that DH&R's guests expect. At the same time, DH&R was hearing interesting news from their 'Affinity Teams' (cross-functional teams spread around the country that focus on sharing best practices and supporting each other's properties). Many of these teams said that many of their clients/guests were looking for a teambuilding session that was a mark above the standard. Thus the courtship began.

Having become DH&R's exclusive Teaming Company, Odyssey had sent marketing, video links, etc., to DH&R so they could begin to promote the partnership and offerings to their guests. Quickly DH&R realized their internal team could best represent Odyssey and support their guests needs if they went through an Odyssey session themselves.

In January 2010, the relationship was cemented at DH&R's newest resort surrounded by 270 degree views of the Pacific, the Terranea Resort in Palos Verdes, CA. It was here where Odyssey presented their Helping Hands

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event at DH&R's "Partners Showcase" that included 225 pax from the various Affinity Teams.

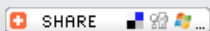
The reviews and results thus far are outstanding. The group was profoundly touched by the value of the session at many levels and could see many opportunities for this new relationship to bring even more value to their guests.

Less than two weeks after the program, while listening to the needs of a corporate group customer, a DH&R Sales Manager was able to offer Odyssey as a solution. Having spoken of the program from a personal view, the client saw the potential immediately. The program was delivered a week later, and rave reviews and gratitude followed.

The Odyssey facilitator of the program met the DH&R Regional Director of Sales &Marketing, who reported all of their locations will be leveraging this relationship at every opportunity. Bill John, Odyssey Teams Inc. founder is grateful for the trust DH&R has in his company and the future of their strategic partnership.

Note: At time of publishing, negotiations were taking place for another alliance bringing value to another team in a different DH&R region.

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