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**For Immediate Release**

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## **DSC Announces Partnership with Hyatt Regency Lake Tahoe** *Award-Winning Destination Management Firm Opens Office in Incline Village*

**Denver, CO.** . . . DSC has signed a Preferred Partnership Agreement with the Hyatt Regency Lake Tahoe Resort, Spa and Casino. As a Preferred Partner, DSC will open an office in Lake Tahoe and serve as the premier destination management company to the resort, offering corporate groups their creative event planning, destination expertise and ground services to meeting planners and incentive travel firms who bring their corporate guests to the property. The Hyatt Regency in Lake Tahoe is DSC's third marketing-service alliance with the high-end hotel chain. Over their 23-year history, DSC has established a strong relationship with Hyatt Hotels and Resorts, facilitating major programs at Hyatt's elite properties in both Denver and Beaver Creek, Colorado.

Brad Mettler, Director of Sales and Marketing at the Hyatt Regency Lake Tahoe said, "We selected DSC because of their specialized experience and success in developing mountain resort programs for corporate group travelers. We are excited about the opportunities that our new venture with DSC will bring."

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“Partnering with the Hyatt Regency in Lake Tahoe is the ideal setting for DSC’s expansion,” says Kathy Fort Carty, Founder and President of DSC, “It will allow us to utilize our experience in running unique mountain programs for groups while leveraging our long term relationships in the industry to help grow the business in Lake Tahoe. Our intent is to duplicate what’s worked in Colorado here in Lake Tahoe.”

According to Fort Carty, DSC’s success revolves around a four-fold business model:

### **1. Partnering with Hotels**

Since the 1990’s, DSC has actively pursued contracts with hotel partners through which sales leads are shared and closed. DSC acts as the destination management company for events in and out of the hotel, coordinating their efforts with hotel staff.

“Working side-by-side with hotel properties allows for greater coordination and mutual understanding by the hotel, the client and DSC,” adds Fort Carty, “We are onsite at the property on a daily basis so it’s possible to collaborate with their team on a higher level and ultimately provide a more seamless experience to our clients.”

### **2. Developing the DSC team**

Tahoe leadership is being spearheaded by two long term DSC veterans, Mike Wolf, General Manager and Alicia Arseneau, Director of Sales. DSC plans to bring their strong, successful culture to Lake Tahoe, and build a team that consists of current employees, and Tahoe locals. Wolf, who will serve as the General Manager in Lake Tahoe, said that “DSC is seeking highly talented and motivated individuals who know Lake Tahoe, how to get around and who are expert problem solvers.” Wolf has already begun to interview Lake Tahoe professionals to fulfill DSC program manager and coordinator roles.

### **3. Establishing Supplier Partnerships**

DSC utilizes a proven due-diligence plan establishing high-standards for local vendors and venues, requiring preferred suppliers to formalize operating policies, in house training, liability insurance, flexible booking and payment terms along with improved quality control. Wendy Mason, Director of Client Services in Lake Tahoe, will spearhead the due-diligence and final selection of Lake Tahoe suppliers.

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“When DSC can promise groups an experience that our supplier partners can deliver, local business owners share in the financial upside of our high end corporate clientele, volume buying, repeat business through a single DSC contact,” states Mason.

#### **4. Selling the Region to Elite Corporate Clients**

“Partnered with the Hyatt, DSC has already begun to market Lake Tahoe to clients through promotional events that brought incentive house and corporate clients from around the U.S. to the region, earlier this year,” says Alicia Arseneau, who will serve as Director of Sales in Lake Tahoe, “DSC will actively market and sell the region through trade shows and direct sales events.”

*DSC is an award-winning destination management company that serves as a single resource for coordinating group visits to Colorado and Lake Tahoe; providing airport and local transportation, dining, events, team building, tours, speakers, entertainment, staffing and related services. DSC is the 21<sup>st</sup> Largest Women-Owned Business in Colorado with offices in Aspen, Colorado Springs, Denver, Vail/Beaver Creek and now Lake Tahoe. For more information on DSC, please visit [www.dsc-co.com](http://www.dsc-co.com) or call Alicia Arseneau, Director of Sales at 970.476.6565.*

*The Hyatt Regency Lake Tahoe Resort, Spa and Casino is a year-round mountain resort destination located in Incline Village, Nevada on the northern side of Lake Tahoe. For more information on Hyatt Regency Lake Tahoe Resort, Spa and Casino, please visit [www.laketahoehyatt.com](http://www.laketahoehyatt.com) or call Brad Mettler, Director of Sales and Marketing at the Hyatt Regency Lake Tahoe Resort at 775-886-6689.*

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