



# YOUR TRAVEL INCENTIVE PLAYBOOK

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Your Turnkey Solution: Partnering with Achieve



#### At Achieve Incentives & Meetings,

## WE BELIEVE...

...that shared experiences are the most powerful way to celebrate, connect and strengthen relationships.

Together with our clients and partners, we curate team retreats, meetings, and incentive programs that move goals forward. It is through this work that we achieve the extraordinary together: creating more connected workplaces and communities that thrive.

Our team of event and travel specialists have spent over 70 years creating powerful experiences for our clients and their most valued stakeholders. We are always focused on delivering outstanding customer service and experiences that your attendees will talk about for years to come.

We see our clients as our partners. Throughout each phase of planning, we serve as an extension of you and your team to create a program that achieves your goals.

We are eager to demonstrate our commitment to our core value:

To Give the World in everything we do.



#### DID YOUKNOW?

46% of U.S. businesses use incentive travel.

Companies use incentive travel contests in a variety of ways including:



53% to motivate sales success



9 43% to reward employees



27% to reward customer loyalty

Incentive Federation

#### Studies have shown that:

73%

reported an increased feeling of loyalty.

89%

of those who earned the travel reward felt appreciated by the host company.

77%

had increased feelings of being part of the company.

(Society for Incentive Travel Excellence - SITE, Participant Viewpoint Research)

Incentive travel is a motivational tool to strengthen your business & improve relationships with the people who have the greatest power in influencing your bottom line.



Performance-driven rewards program: Where participants



- Motivating: Used to reward people in reaching or surpassing goals over a period of time.
- ✓ Unique: Multi-night group travel award that contest winners✓ could not dream up or plan for on their own.
- Priceless: Trip expenses are fully-covered by the host 
  ✓ company (flights, accommodations, food, special events, etc.).
- Unforgettable: Award winners can invite a guest to join them.
- ✓ Exceptional: Luxury experience with white-glove service.

This was the first Customer Appreciation trip I've been on. I was floored by everything.

I really enjoyed being able to meet representatives from different brands and other locations. I even learned some new strategies from my competitors.

Really, I'm just stunned at the amount of effort this company went to provide this amazing experience for their customers.

I will be loyal to them forever.

- Award Winner, Building Industry

## WHY DO COMPANIES LAUNCH INCENTIVE TRAVEL CONTESTS?



Drive **profits** & profit margins

Increase motivation & recognition

Amplify productivity & performance

Align team around company-wide goals

Improve culture & team-bonding

Strengthen **relationships & loyalty** with key stakeholders

Build momentum in launching new products

Attract **talent** with competitive hiring packages

Create **shared experiences** forever linked with your brand

Reduce executive travel as key stakeholders are brought together in one place annually

Given one of the most challenging labor markets in history, incentives are an increasingly critical business strategy to help organizations

attract, retain, & build culture
across in-office & remote workers, as well as

strengthen channel partnerships.

- 2023 Trends Report, Incentive Research Foundation\*



# INCENTIVE TRAVEL FAST FACTS

#### **Typical Audience**

Customers, Employees (i.e., sales force, user experience teams), Channel Partners, Distributors

**Incentive Trip Duration** 

4-6 nights

with all expenses paid

**Average Starting Investment** 

\$5,000-\$6,000

per person

#### **Popular Trip Themes**

Beach Getaway, Mountain Escape, Culinary Excursion, Celebrity Events, Luxury Ocean Cruiser

**Average Planning Timeline** 

#### 18 months

from contract to contest kick-off to trip execution

Having the incentive be an all-expenses-paid trip, that is planned for me and my spouse - it's a huge motivator.

I haven't been at a company that has offered an incentive trip until now, and I am just so excited to work here and reach my goals.

- Award Winner, Financial Industry



# THE ROI OF INCENTIVE TRAVEL CONTESTS

ROI is



your initial investment

non-cash incentives are

2-3x

more effective than cash

Award winners are more likely to work harder for something seen as a luxury, more memorable, & completely irreplaceable.

## CLIENT CASE STUDY

138% Incremental Sales Growth

Travel incentive contest programs are the key to igniting the engine driving your business.

Target Audience



Channel Distributors, Sales Team Members

Key Performance Indicators



Sales Volume Sales Growth

**Contest Timeline** 



6-month Sales Blitz

105%

Average Sales Volume Increase 138%

Incremental Sales Growth by the Leading Contender

\*This strategic approach ensured a level playing field, motivating participants across varying sales starting points: offering everyone a fair chance of earning a well-deserved place on their company's incentive trip.

## LOOKING BEYOND SALES METRICS

#### QUALITATIVE BUSINESS OBJECTIVES:





100%

felt appropriately celebrated for their hard work





expressed heightened motivation for future sales success

\*\*Based on a post-trip participant survey

#### The winners said it best:

"We would be disappointed if the trip happened again and we just missed it by not making the threshold. This will cause us to sell more to hopefully qualify again for the next one...

"We want to be on the next trip in 2024"!

"We sell for three companies and have never been rewarded or thanked before...

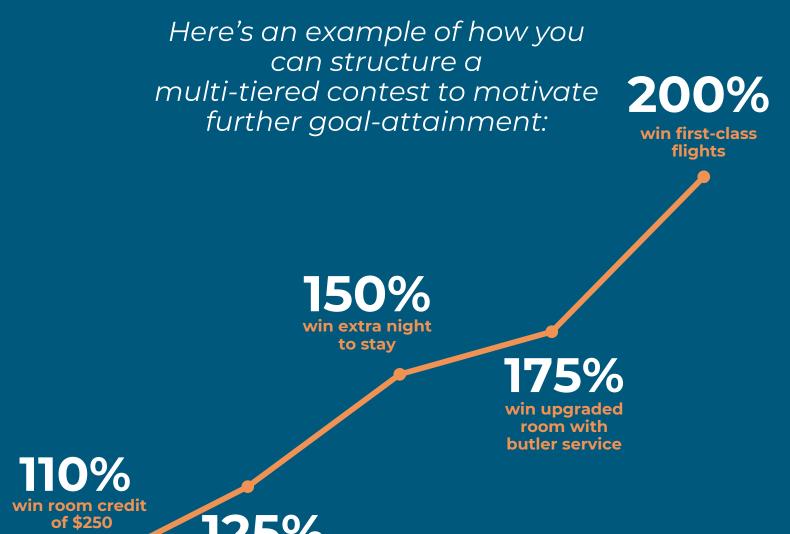
This trip was incredible and definitely felt like an appropriate thank you.

This trip shows that they are committed to people that are also committed to them."

- Award Winner, Windows Industry

## EXTENDING CONTEST ROI

What if your target audience reaches their goals well-before the contest is over?







#### Start with what you know:

Identify your target audience's interests, bucket lists & comfort levels.

Consider what experiences & destinations would most excite them.

Delve into their passions & preferences, setting the stage

for an unforgettable trip that inspires them to push their boundaries & strive for even greater success.



Here is our **step-by-step process** for setting your incentive travel contest up for success:

- 1. Establish Contest Parameters
- 2. Define Trip Experience
- 3. Launch & Promote Contest
- 4. Achieve Impressive Results

ESTABLISH CONTEST PARAMETERS	<ul> <li>Define primary goals.</li> <li>Staff retention? Increased sales? Stronger channel partnerships? Launch new product?</li> <li>Identify the audience most closely associated with these goals.</li> <li>Frontline, sales team, customers?</li> <li>Design contest qualifications, metrics &amp; KPIs.</li> <li>Kickstart this by asking "what makes the company money &amp; what costs the company money?"</li> <li>Use these answers to identify the behaviors required to change to reach objectives.</li> <li>Set contest timeline.</li> <li>Calendar year? 6-month sales blitz?</li> </ul>
DEFINE TRIP EXPERIENCE	<ul> <li>Set trip budget.</li> <li>Identify audience's preferences.</li> <li>Decide on destination &amp; experience.</li> <li>Mountain adventure, island getaway, cultural immersion?</li> <li>Approve program inclusions.</li> </ul>
LAUNCH & PROMOTE CONTEST	<ul> <li>Appoint an internal champion for the trip who is the point person.</li> <li>Host trip launch event (live or virtual).</li> <li>Schedule regular touchpoints &amp; communication to keep the contest top of mind.</li> </ul>
ACHIEVE IMPRESSIVE RESULTS	<ul> <li>Host the trip of a lifetime &amp; announce next year's trip.</li> <li>Analyze short-term &amp; long-term results to measure success of contest.</li> <li>Were targets reached?</li> <li>Reflect on unexpected accomplishments.</li> <li>Did staff retention increase? Did you engage more loyal customers?</li> <li>Determine goals moving forward.</li> <li>What are other behavior changes can be motivated to propel business success?</li> </ul>

It was great to have conversations with a variety of people across the company and get different perspectives on our corporate strategy.

We certainly get these on All-Hands calls, but it was great to have one on one conversations with leadership.

Also, it was just fun to develop more personal relationships and strengthen our already amazing culture.

- Award Winner, Telecommunications Industry

# TRIP EXPERIENCE INSPIRATION













# PROMOTING YOUR PROGRAM

If you want your incentives to truly drive ROI, ensure you are getting your attendees excited about the rewards trips ahead!



#### **Custom Website**

- Themed Event Registration Website
- Registration Portal
- Branded Email Campaign
- Post-Program Feedback Survey
   & Survey Summary



#### **Marketing Materials**

- Themed Logo
- Event Signage
- Pre-trip Mailing
  - Program of Events
  - Flight Itinerary
  - Name Badges
  - Arrival Instuctions



#### **Pre-Trip Campaigns**

- Surprise Destination-Themed Gifts Sent Home
- "Save the Date" Phone Wallpapers
- Hype-up Countdown Emails

## PRE-TRIP TOUCHPOINTS

Here are some examples for ways to immerse attendees in culture pre-arrival:

#### Plan an engaging content campaign

Create a monthly email or text campaign that includes facts and engaging videos about the destination.

#### Give pre-gift educational goodies

Share some must-reads or gift an e-book reader and a gift card. It may even inspire a podcast or book club.

#### Create a language *flipbook*

Pick out the most important 10-20 words and common phrases and design a little glossary they can use as a resource.

#### Launch a *pen pal program*

Partner with an organization that can help you create a pen pal experience & match your attendees with locals and they can write to one another before your program.

#### Celebrate like the locals

Pick out a celebration that aligns with your event or organizational values and bring together your attendees to honor it.

#### Host a virtual *mixology* class

Find a fun bartender who can guide your guests on making a cocktail or mocktail popular in your destination.

# SOCIAL IMPACT DRIVES YOUR BOTTOM LINE

# DOING WELL BY DOING GOOD

When you are designing your dream rewards trip, socially responsible incentive travel unlocks a triple win:

A win for your company,
A win for your participants, and
A win for the community welcoming your event.



Social impact is the effect an organization's actions have on the well-being of the community and its people.

Your organization's social impact is often defined by your core values.

Aligning your incentive trip with your core values has game-changing potential, driving both social impact and your bottom line.

In fact, destination events are so much more than exploring new places. They are a force that positively shapes communities, economies, and cultures.

Socially impactful tourism revolves around three pillars:

People, Planet, and Economy.

This involves initiatives like community empowerment, cultural preservation, environmental conservation, poverty alleviation, and responsible travel behavior.

## SOCIAL IMPACT & YOUR BOTTOMLINE

5X

Employees are five times more likely to be excited about working for companies that reflect their values 80%

of luxury travelers want to travel more responsibly

**63**%

of employees want their employer to provide more opportunities for purpose in their day-to-day work #1

Authenticity matters most to well-compensated and well-traveled participants

As incentive trips aim for a robust return on investment, social impact becomes a game-changer.

Experts assert that socially impactful and responsible tourism enhances the value of trips.

Social impact makes your incentive experience more attractive, more meaningful, and more memorable for your attendees.

Your incentive trip should be felt as a "money-can't-buy" experience, and **social impact makes it priceless.** 

Our social impact experts will help you identify ways you can give your winners the "wow factor" they're craving, while leading with your organizational values.

Now more than ever, you have an opportunity to make incentive experiences more meaningful while doubling down on your bottomline.

## YOUR SOCIAL IMPACT CHECKLIST

Utilizing sustainable providers that cut costs

Giving back to the local community

Preserving culture with locally-led celebrations

Building camaraderie through purposeled team-building









Reducing your emissions while saving money

Creating a positive social impact & feel good moments

Increasing economic opportunity while making it memorable

Strengthening your brand & company culture

## ALIGNING EVENTS & VALUES







### PACK FOR A PURPOSE

Does your company prioritize humanitarian aid? Some communities are in need of basic supplies we have easy access to at home. Consider working with Pack for a Purpose and encourage your group to bring these needed materials to your destination.

#### CHARITY FUNDRAISERS

Hosting a golf tournament at your incentive? Make the experience more exciting and meaningful to your participants, by raising proceeds to benefit a local charity or one you already support back home. Unite your team for a common cause - while having fun!

## GIVING BACK WITH GIFT MARKETS

Hosting a local artisan market is a great way to team build while giving back. By providing your winners branded coupons that serve as "cash," they can select handcrafted pieces while connecting with locals, learning about cultural traditions, and finding unique souvenirs.







Making Priceless Memories Through Artisan Markets

"I was captivated by the creativity and talent, and the diverse array of handcrafted goods.

Each item seemed to tell its own story.

To be able to meet the locals and learn about their passions and talents - wow, it was a special experience. Thanks to the market, I have their art proudly displayed in my home."

- Award Winner Guest, Costa Rica Incentive Program

Our clients wanted to host a gifting experience that would be interactive, memorable, and positively impact the local community.

Rather than transporting attendees to touristic shopping centers to find souvenirs, Achieve worked with our partners in Costa Rica to design a unique experience. We organized an on-site gift market that featured local artisans from all over the country. In one afternoon, more than \$15,000.00 was generated in income for the participating artisans - and everyone walked away with priceless, hand-selected pieces of art as well as special memories.

We turned a simple gift into an experience that will forever bond their award winners to the destination, and to their brand - while uplifting social impact.



In The Bahamas, our client wanted to make a lasting impression on their attendees during the trip's farewell celebration. At Achieve,

we have seen the profound impact of engaging attendees in the rich tapestry of a destination's culture to preserve cultural heritage and make the moment magical.

We helped our client orchestrate a unique farewell gathering on a private island featuring a surprise traditional Junkanoo parade, while working with a local historian to share the meaning behind the festivities.

By communicating the significance of Junkanoo, the attendees were able to learn about the stories and symbols that represent the unique culture while enjoying a vibrant celebration in their honor.







## MORE EXAMPLES OF WAYS TO BRING YOUR VALUES TO LIFE WITH TEAM-BUILDING



Volunteering for Company Causes



Beach Clean Ups



Charity Fundraisers for Special Causes



Donation Drives with Prizes



Cultural Shows by Local Entrepreneurs



Minority-Owned Small Business Showcases





# 2023 TRENDING ATTENDEE PREFERENCES

#### Destination Features

- 1. Beaches
- 2. Adventure Travel
- 3. Cruises
- 4. Mountains
- 5. Cultural Experience

# Trip Features

- 1. Large well-known resort
- 2. Relax & Disconnect
- 3. All-inclusive
- 4. Unique culinary activities
- C Haioura andturral

### International Destinations

- 1. Mexico
- 2. Caribbean
- 3. Central America

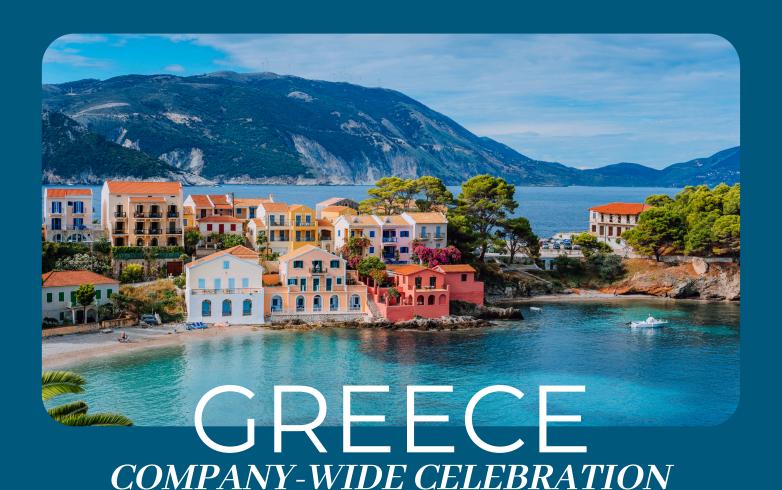
## U.S. Destinations

- 1. Southwest US (Arizona)
- 2. Hawaii
- 3. Southern US (Florida)

We were unsure what to expect, but loved it.

The incentive program gave me the opportunity to visit a country I probably would have never have visited on my own. It was so wonderful to explore and learn about a place brand new to me.

- Award Winner, Construction Industry



Travel to Greece offers a captivating blend of ancient history, picturesque landscapes, and vibrant Mediterranean culture. Visitors can explore iconic archaeological sites like the Acropolis in Athens, relax on idyllic Greek islands with crystal-clear waters, and savor delicious Mediterranean cuisine.

Greece's warm hospitality and rich heritage make it a must-visit destination for travelers seeking a diverse and immersive experience.

DAY <b>01</b>	DAY <b>02</b>	DAY <b>03</b>	<b>04</b>	<b>O5</b>	DAY <b>06</b>
Private Arrival & Check-In	Buffet Breakfast At Leisure	Half Day Developmental Workshop	Buffet Breakfast At Leisure	Buffet Breakfast At Leisure	Breakfast with take- away gifts
Guests settle in at leisure & explore hotel	City Walking Tour & Scavenger Hunt	Sailing Tour	Private Group Tour of Acropolis & Parthenon	Local Winery Guided Tour & Tasting	Private Transfers to Airport
Welcome Cocktail Reception	Team Celebration Kick Off Dinner & Fireworks	Dinner as a Greek Cooking Class at a Local Market	Group Dinner at Rooftop Restaurant With Acropolis Views	Concert at the Odeon (Roman Theater at the Acropolis)	Home Safe & Sound

It was one of the **best trips**I have ever been on.

It was great to see everyone interacting with each other on a personal level.

Once I got back after the trip, I told all of my colleagues that they need to

do everything they can to earn the trip.

It's incomparable.

- Award Winner, Retail Industry



# CUSTOMER APPRECIATION TRIP

Lake Tahoe, located on the California-Nevada border at 6,225 feet above sea level, is North America's largest alpine lake. It is known for as America's "year-round playground." Top groups experiences include adventurous outdoor activities like skiing, mountain biking, rock climbing, sailing, and fly fishing.

DAY <b>01</b>	<b>02</b>	DAY <b>03</b>	<b>04</b>	<b>05</b>
Private Arrival & Check-In	Breakfast at Leisure	1st Time Winner Breakfast	Breakfast at Leisure	Breakfast & Departures
Guests settle in at leisure & explore the hotel	Group Excursions: Fly fishing, Hiking & Spa Day	Hot Air Ballooning Adventure	Afternoon at Leisure: Room Credits Available	Private Transfers to Airport
Welcome Dinner Atop the Olympic Mountains	Roaming Dinner - Cocktails, Appetizers & Meals at Different Restaurants	Date Night: Wine Dinner with Celebrity Chef	Customer Appreciation Banquet & Sunset Sail	Home Safe & Sound

As a top producer...

nothing has incentivized me more
than the thought of being rewarded
with a trip to a wonderful location.

The team at Achieve Incentives & Meetings has always made sure that our rewards trips are **first-class** the whole way through.

The memories I have from these trips will not only last my whole life, they will inspire me to keep exceeding targets and expectations every year.

- Award Winner, Insurance Industry



# SALES INCENTIVE TRIP

The Riviera Maya is a renowned Mexican coastal region along the Caribbean Sea, famous for white sandy beaches, crystal-clear waters, and vibrant culture. Top group experiences include: exploring ancient Mayan ruins, taking a cruise along the Xoximilco Boat Parade and diving into the Yucatan's stunning underwater cenote cave systems.

DAY <b>01</b>	DAY <b>02</b>	<b>03</b>	DAY <b>04</b>	05
Departure on flights	Breakfast Orientation Meeting	Breakfast at Leisure	Breakfast & Beach Olympics	Breakfast & Departures
Private Arrival & Check-In	- · · · · · · · · · · · · · · · · · · ·		Afternoon at Leisure	Private Transfers to Airport
Surprise Off-Site Dinner (Under the Stars at the Mayan Ruins)  Dinners at Leisure, Restaurants Pre-Reserved		Xoximilco Boat Parade - Dinner & Dancing	Farewell Reception & Awards Dinner	Home Safe & Sound



# PARTNERING WITH ACHIEVE INCENTIVES & MEETINGS

Experience an **on-demand, full-service planning team** 

Count on *cost-savings* with our negotiation expertise & bulk-buying power

Enjoy **one point of contact** for all vendor management

**Reclaim your time** to focus on other priorities

Expect **seamless communication** & honest guidance

Access Achieve's **70** *years* of unparalleled incentive industry expertise & relationships

Trust that your award winners will be treated with *first-class care* 

Achieve took away all of the anxiety of planning an incentive program.

Normally, planning something of this magnitude would take all of my time, but with Achieve, **they handled everything** so I could focus on other things.

The communication was seamless, they presented incredible options we never would have thought of, & they took away all of the stress of vetting vendors.

I trust them 100%.

 Corporate Event Planner, Automotive Industry

# KEY COMPONENTS OF YOUR INCENTIVE TRAVEL BLUEPRINT:



Project Management



Financial Management



Marketing, Communications, & Design



Flight Concierge



On-site Support



Program Implementation

It takes a thoughtful, calculated approach to launch a successful travel incentive contest.

Our **experienced team** serves as your partner in building the blueprint for your program.



It takes **1,500 hours** across **9 subject matter experts** to design, plan, & implement a destination event.

## ON YOUR OWN



### WITH A CHIEVE

Navigating complicated timelines and tasks



PROJECT MANAGEMENT



Guided, seamless execution

Juggling multiple invoices and lost expenses



FINANCIAL MANAGEMENT



Effortless stewardship of your budget

Flying solo with tight timeframes and turnarounds



MARKETING, COMMUNICATION S, & DESIGN



Subject experts taking care of all the details

Stressful travel plan interruptions



FLIGHT CONCIERGE



Customer-focused support at your quest's service

Overwhelming last-minute challenges



ON-SITE SUPPORT



Extra hands, trained to handle it all

Unexpected mishaps throwing you off course



PROGRAM IMPLEMENTATION



Challenges handled for you with diligence and grace



Prior to working with Achieve, I was planning our fastgrowing company's incentive travel needs. I didn't have time to focus on everything, as I had other priorities to keep the company moving.

Working with Achieve to plan our President's Club trip gave me so much peace of mind. Their entire team offers the best customer service - they make us feel like their only client.

They are truly an extension of us and have become one of my favorite vendors.

We give them 100% of the planning, and they always give us 100% of their effort.

- Chief of Staff, Telecommunications Industry



# READY TO LAUNCH YOUR INCENTIVE TRAVEL CONTEST?

# LET'S PLAN

Get insights & behind-the-scenes looks into incentive travel planning & event execution, from start to finish, on our socials.



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