



Recognising &  
rewarding performance

# A guide to incentive travel

**WORLDSPAN**

EXPERIENCES | EVENTS | ENGAGEMENT

# Incentive Travel

Whatever the size of your team, distributors, or channel partners, the need to involve, inspire, and interact with the people who are essential to your success as an organisation remains vital.

In this guide, we'll explore incentive experiences, why you should consider incentive travel and some of the emerging destinations.



Incentive travel is a business tool designed to engage and motivate people to chase targets or champion behaviours you want others to show. They use an exceptional experience to motivate or recognise participants for increased performance levels in support of organisational goals.

Whether used for an internal sales team, channel partners, or dealers, incentive travel is much more motivating than 'hard cash.' Research consistently shows how incentive travel programmes can help drive productivity, profit, and brand loyalty for your business.

# UK events



There is no shortage of inspirational venues and experiences that we can source in the UK.

Otherwise, here are just a few of our favourite UK-based options:

One option is to consider travel experience vouchers for individuals, couples or families to take at their leisure. We can provide a dedicated travel concierge to create bespoke packages involving literally any element of a break away from hotels to transfers, restaurants, sightseeing, experiences, behind the scenes tours, etc.

- Classic car self-drive weekend
- Food & wine trails
- Power-boat racing
- Private castle retreat
- Luxury train charter



# Why would I use incentive travel?

Why does incentive travel work? Because the effects are felt before, during, and after. It drives performance, as well as maintaining it.

Studies show that Millennials and Gen Z are spending more money on travel than they are on material possessions and that they value experiences that money can't buy.

Incentive travel, in particular, offers those exclusive experiences and memorable, sharable moments that build engagement with your brand that can't be created with remuneration alone.

Millennials and Gen Z make up half of the world's population.

By 2025, Millennials will make up 75% of the global workforce.

Younger generations believe experiences, not possessions, define their identity.

## Incentive travel

- Motivates your team to hit targets
- More incentivising than a financial contribution
- Provides tailored reward and recognition
- Develops and challenges your people
- Travel and unique experiences have universal appeal and will motivate your whole team or network
- Creates informal networking opportunities
- Builds brand loyalty



# It's not just the reward. It's how you structure the incentive programme & communicate it.

The wow factor of the reward is just part of the story. Research and published studies show that incremental performance improvement in the middle 60% of a sales organisation can increase revenue. A robust communication campaign is paramount to achieving the best engagement and, therefore, ROI.

1

**Focus** on creating the right campaign structure, with a particular emphasis on the middle cohort.

2

**Theme** campaign and ultimately, the experience or event.

3

**Launch** the campaign. Clarify what needs to be achieved, and why it's important and relevant.

4

Keep the **momentum** and excitement going with teasers. Combine tangible and digital teaser communications.

5

**Push** the competition and keep the conversation going. Provide measurement and feedback.

6

**Promote** your company values and ethos of the campaign.

7

At the end of the campaign, **measure** and evaluate. Build your learnings into future years.

# What are the trends in incentive travel?

- Increasing personalisation – activities, experiences and communication tailored to each unique winner
- A greater role for health and wellbeing components on events
- Sustainability
- Socially responsible activities, including food provenance
- The growth of the 'slow travel' movement and its increasing appeal

'Our research shows that experiences that tap into the booming health and wellness trend are amongst the most popular. But it is undoubtedly the more unusual that carry the greatest value, as the young, in particular, look for unique experiences that they can share on social media.'

—Jack Duckett, **Mintel Associate Director of Consumer Lifestyles Research**

# Slow Travel

what does it all mean?



## The Art of Slow Travel

Slow travel is an approach to travel that emphasizes connection to people and place, to travelling more slowly - where the journey is part of the experience.

Here's a small taster of some slower travel options:



### Les Bateaux Belmond

With seven luxurious barges, embark on a private charter cruise in some of France's most beautiful countryside. There is the option of chartering two of three vessels together and sailing in tandem.



### Trains

The epitome of the slow travel movement. Within the British Isles; Belmond's iconic Royal Scotsman to the British Pullman.



### On foot

Big game walking safaris in Zambia and Botswana.

### On camels in Morocco

Trekking across the Sahara and staying in luxury Berber camps.



## Incorporating CSR activities into an incentive travel event

Incorporating a CSR activity provides winners with a strong sense of fulfilment and personal satisfaction. Studies are showing that incentive winners are placing greater value on such activities; this is a growing trend with surveys showing that around 45% of respondents believe that CSR activities are key to a successful event.

We believe that undertaking a CSR activity can truly enhance the experience of an incentive event providing it meets some key criteria - it's voluntary, relatively easy to accomplish, is meaningful to the local community and it is communicated in advance and also that it is time appropriate within the balance of the programme.

# Our picks of emerging incentive travel destinations

We've been globetrotting, near and far, looking for the best locations for 5,000 client events and counting. There's no corner of the world we haven't explored and can't showcase and introduce you to.

While we love finding brand new locations, creating and developing new experiences in 'tried and tested' destinations can be just as impactful. We keep our finger on the pulse to find the best 'off-the-beaten-track' locations and experiences. Here are seven of our favourite emerging destinations.

# Madeira

The archipelago of Madeira has been named 'Best Island Destination in the World' by the renowned World Travel Awards, for its excellence in tradition, hotels & golf. It also boasts a UNESCO World Natural Heritage Site, the Laurissilva forest. Madeira, and its neighbouring island of Porto Santo will take your breath away and take you back to nature, with natural volcanic stone swimming pools and subtropical gardens less than 4 hours from London, by air.

## Great for:

- Nature & outdoors
- Culture
- Food & wine
- Sea lovers



# Montenegro

Small, but perfectly formed, Montenegro packs in some real wow factor, yet is relatively unknown. From sandy beaches to medieval cities, there's so much to see, but without the crowds and development

found in other areas of the Mediterranean. In the words of Lord Byron; *"At the birth of our planet, the most beautiful encounter between the land and the sea must have happened at the coast*

*of Montenegro. When the pearls of nature were sown, handfuls of them were cast on this soil."*

## Great for:

- Resorts
- Health & wellbeing
- Culture
- History
- New destination

# Sicily

Sailing in Sicily, horse trails on Etna, Palermo by motorbike and castles in Messina. Sicily is a unique destination that offers vast experiences and the ability to personalise your itinerary for a truly bespoke trip. Unspoilt nature, fascinating cities of art, cathedrals to amaze you and temples that leave you inspired. This part of Italy is the perfect short-haul choice.

## - Great for:

- Spirituality
- Historic buildings & art
- Family friendly
- Spa & wellness

# Douro Valley

Meandering across picturesque Northern Portugal, this is the region of terraced vineyards and charming villages. You're now in Portuguese wine country where hiking routes, boat cruises, port cellar tours and wine tastings fill your day.

At night, retreat to a wine barrel glamping experience or an authentic luxury hotel. Douro Valley is the perfect option for incentive travel between May and June where rest and relaxation is top priority.

#### Great for:

- Wine lovers
- Solo or couple travellers
- Slow travel
- Short-haul
- Hiking

# Wales

When North Wales was added to Lonely Planet's 'Top Places to Visit', you knew they were onto something. From dramatic mountain scenery to Michelin-star dining experiences; adventures such as zip-wiring, RIB-riding, Wrexham football or surfing; and luxurious hotel and resort buy-out options, such as the breathtaking Portmeirion, the country packs a punch for a reward event closer to home.

#### Great for:

- Soft adventure
- Luxury buy-out hotel options
- Food experiences
- History
- Health & wellbeing





# Utah

- Great for:
- Skiing
  - Nature
  - Stunning scenery
  - Wild West experiences
  - Stargazing

With wide-open spaces and scenery straight out of a western, the Canyonlands of Southern Utah are an Instagrammer's dream. Add in the frontier-like feel of its capital, Salt Lake City, and some of the best skiing in the US, and you've got a wealth of unforgettable experiences all year round. Utah boasts some truly top-class resorts.

# Greenland

- Great for:
- Soft adventure
  - Nature
  - Wellbeing
  - Stunning scenery

A literary traveller once wrote: *'Once you've seen the world, there is always Greenland.'* Ice, raw nature and a place to explore like no other, Greenland is a must-see for any traveller. Ideal for smaller events, it doesn't offer luxury, but the vistas, experiences and scenery are, unquestionably, five- star-plus.

# Why Worldspan?

With over five decades of experience, we have created bespoke reward and recognition events for some of the world's best-known brands. Our clients tell us that the reason they trust us to deliver success is our ability to fuse creativity with flawless delivery to create the perfect event. We'd love to tell you more about the award-winning work that we've delivered around the globe.



***“A true incentive programme cannot be bought ‘off-the-shelf’, nor reproduced; it should be a one-time magical and memorable experience. New destinations and new ways of using established destinations are the lifeblood of delivering unique, exceptional experiences; the key to a successful incentive event.”***

***—Sophie Morris, MD, Worldspan***



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