



# Navigating the New Global Business Marketplace



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## 6 Factors Impacting Global Incentive Travel

### Executive Summary:

According to Aberdeen Research, 100% of “best-in-class” companies (those with the highest customer retention and sales growth numbers) offer group travel to recognize year-end sales success. And while the concept of incentive travel works, understanding how to deliver the most motivating and memorable experiences is what *keeps* it working.

Taking into consideration both inherent human desires and changing human tastes, we’ll review six factors impacting global incentive travel.

### The Power of Recognition and Desire for Experiences

Getting your recognition and reward strategy right can help you keep your best talent thriving, meaning you’ll see better results. Incentive programs engage participants and help attract and retain higher quality workers. The **power of recognition** proves that celebrated behaviors get repeated.

In studies of participants in the U.S., U.K. and India, the Society for Incentive Travel Excellence (SITE), found that almost 90% of respondents believe that “the power of incentive travel made them feel appreciated”, and earning the trip made them feel recognized by their company and peers; generating the desire to continue to excel and earn similar

rewards.<sup>1</sup> Incentive travel programs are a proven and effective way to reward your highest achievers with once-in-a-lifetime **experiences**.

### Welcome to the Club – Creating Communities

The bonds created during a group incentive trip can help propel the trajectory of the winner’s career and create a more connected workforce. Some executives take this valuable time to consult with their top performers to understand how to better motivate others or discuss business strategies. Incentive travel establishes the right environment to foster relationship building with senior leaders and camaraderie among co-workers. This is a valuable benefit of incentive travel programs because, as humans, we are wired for connection. Not to mention, the prestige and sense of belonging the winner feels when their hard work has paid off and they are finally **welcomed into the club**.

### Unique, Local Experiences

Incentive travel is not just about visiting a destination. It’s about immersing participants in the local culture, exposing them to the charm of the location and informing them about the customs and traditions that make it special. **Local experiences** are desirable because they are authentic, unique, and memorable. Read the full version of the paper to discover some of our favorite local experiences from all over the world.

