

INCENTIVE TRAVEL HOLDS POWERFUL CIRCULAR AND TRANSFORMATIVE POTENTIAL



“I enjoy bringing incentive trips to a city, and for that city to then feel the support coming from our organization. Ultimately that can pay back for them as well, in ways that are circular to our business.”

After our 2019 incentive in Singapore, we saw business, particularly out of North America and Europe, increase as a result of participants understanding what we have [in Singapore] and what we’re able to offer. We saw a boost in visibility and leads that resulted from people having been there and better understanding the destination relative to their own customers.”

Markus Keller, Chief Sales & Distribution Officer, Accor

NOW. **INCENTIVE TRAVEL CAN CREATE CIRCULAR BENEFITS FOR COMPANIES.**

Truly transformational trips:

- Connect participants in with a rewarding destination
- Leave employees feeling distinctly valued
- Encourage qualifiers to engage anew after seeing and experiencing other elements of a firm's value chain in action

NEXT >>> INCORPORATING MEANINGFUL CSR ELEMENTS WILL ELEVATE EXPERIENCES EVEN FURTHER – BUT SHOULD BE ROOTED IN THE HOST COMMUNITY AND NOT JUST “FOR SHOW.”

Incentive travel can be profoundly moving for participants.

Companies will be challenged to ensure CSR activities are responsive to community needs and offer authentic benefits.

ACT

Investigate CSR programming for a future incentive travel program. Ask whether planned activities reflect both company and individual values, and ensure that activities will authentically benefit communities in your chosen destination.

