

INCENTIVE TRAVEL ENHANCES COMPENSATION AND OTHER EMPLOYEE BENEFITS



“Incentive travel has always been in a league of its own, and goes hand-in-hand with compensation.

Oftentimes the incentive travel qualification metrics you choose can help you retain top talent. Incentive travel programs can be more inclusive, whereas compensation plans can sometimes favor certain individuals based on territory size or other characteristics.”

Mark Verratti, Chief Commercial Officer, Myriad Genetics

NOW.
**INCENTIVE TRAVEL
COMPLEMENTS
COMPENSATION AND
BENEFITS IN WAYS
OTHER REWARDS
— INCLUDING CASH
BONUSES AND
MERCHANDISE
GIVEAWAYS — DO NOT.**

Incentive travel allows leaders to:

- Balance hard and soft targets
- Account for different market sizes and characteristics
- Offer meaningful face-to-face time with executives as an “added” reward bonus

NEXT >>>
**THE STRONGEST
INCENTIVE TRAVEL
PROGRAMS WILL BE
ONES THAT KEEP
UP WITH CHANGING
WORKPLACE
TRENDS DRIVEN BY
TECHNOLOGY AND
NEW GENERATIONS OF
EMPLOYEES.**

Strong programs will increase a company’s overall competitiveness and help a firm stand out as a compelling place to work.

ACT

Evaluate your current motivational tools.

Do rewards fit together and complement one another? Where is there room to innovate, attract emerging talent or take advantage of new tech solutions you might have pioneered in the last 2-3 years?

