

# INCENTIVE TRAVEL: THE ULTIMATE REWARD



UWIN IWIN

## WHY INCENTIVE TRAVEL?



A study by SITE (Society for Incentive Travel Excellence) found that incentive programs increase work performance by an average of 22%.

Incentive travel will inspire your workforce to push their performance to greater levels. You can experience better productivity, improved loyalty and increased results that will benefit your business in more ways than just the bottom line.

## WE RECOMMEND A 2-STEP PROCESS TO FOLLOW WHEN SELECTING THE BEST INCENTIVE TRAVEL DESTINATION

01  
STEP



Evaluate your destination list against our 9 STAR factors. This will assist you in identifying incentive travel destinations vs leisure travel destinations.

02  
STEP



During this process you get a deeper understanding of how destinations can enhance your business goals.

## WHAT MAKES A DESTINATION A STAR ATTRACTION (STEP 1)

There are certain criteria to consider for incentive destinations that's also known as the hygiene factors. These are aspects that should be considered before moving on to the second part of the process.

01



Budget

What will the total cost including all extras be?

02



Flight Accessibility

How long will it take to get there? Connecting flights?

03



Visas

Do you need a visa and how easy and costly is it?

04



Health

Which precautions need to be taken, if any?

05



Accommodation

What type of luxury are you looking for in your accommodation?

06



Food Experience

What does the local cuisine look and taste like?

07



Culture

Have you considered the influence of the local culture on your trip?

08



Attractions

What will be the most memorable experience for the incentive traveller?

09



Safety

Does the activities suggested align with your company safety policy & travel advisories?

# ASK THE QUESTIONS THAT REALLY MATTER

## STEP 2



### Does the destination meet your incentive programme objectives?

Incentive programmes have different objectives, from team building to increased sales. You have to ask yourself if the destination will fulfill the objective/s of your programme. ROI can be measured when objectives are clear.



### Is it the right destination for your group?

Who is the target audience in your business? Will the destination be able to fulfill the expectations of the target audience and is it unique enough that individuals wouldn't normally go there on their own.



### Is this destination aspirational?

Will your target audience aspire to perform better when you announce the destination? Different destinations have different aspiration triggers. It should be unforgettable - A reward spoken about for years to come.

## WHY UWIN IWIN PERFORMANCE INCENTIVES?

- » Uwin Iwin exists to help brands, businesses & their people win
- » We are passionate about energizing our clients' businesses to gain a competitive edge
- » We believe that incentives drive positive business results
- » We assist businesses in unlocking the full potential of their work force with bespoke travel incentive programmes that motivate and reward employees for a job well done
- » We have 29 Years of Experience in the incentive industry



## GET IN TOUCH WITH US

Uwin Iwin will create an inspirational travel experience that will help you & your people win!

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