

BEST PRACTICES FOR AN INCENTIVE TRAVEL PROGRAM

WHITEPAPER



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What's an ideal holiday? A secluded beach in Indonesia, sipping cocktails and swimming in the clear blue ocean? Or maybe Rome, soaking up the history and drama of the Colosseum? Or perhaps getting close to nature in the majesty of New Zealand's Southern Alps?

Thanks to Incentive travel, you can offer a range of holidays just like these to your employees as part of a comprehensive rewards program. Incentive travel helps show your employees just how much you appreciate them.

For example, it has been found to increase sales and productivity significantly. Research by Aberdeen Group and the Incentive Research Foundation analysed 312 organisations and found that the top 20 per cent of these companies (which it based on sales effectiveness) all offered incentive travel.

However, Incentive travel can only really be effective if you engage in thorough planning for your program.

This e-book will take you through best practices for running an incentive travel program so you can engage employees, raise productivity and ultimately increase revenue. In it, we cover:

1. Essentials such as budget, goal-setting and ROI measurement.
2. Tips for choosing a destination.
3. The importance of consistent communication.
4. What benefits incentive tiers can bring.



THE ESSENTIALS: BUDGETS, GOAL-SETTING AND ROI MEASUREMENT IN PLANNING

When creating an incentive travel program, there are some absolute essentials you must consider.

The first is finances - nothing will put your bosses off from incentive travel more than a trip that goes massively over-budget. You don't have to do luxury vacations to Bora Bora every time - incentive travel is exciting in itself and your employees aren't going to grumble at a trip, so long as it's well-executed. Don't fall for the trap of thinking it needs to be 5-star every time!

Meanwhile, nothing will show your bosses how effective incentive travel is more than great ROI. Make sure you're measuring employee output (whether that's productivity, sales, revenue or some other KPI) before and after you've started the incentive travel program to show how much it's gone up by.

TIPS FOR CHOOSING A DESTINATION

When setting up an incentive travel program, it's essential you choose a destination that's both appealing and practical. Check visa requirements in potential locations, as well as general safety ratings, how convenient they are to travel to and what type of activities are on offer.

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All your employees are different, and the type of holiday they prefer will also vary. You need to make sure you're choosing a location that has something for everyone. Alternatively, you can give team members a choice of destination to ensure the holiday is as personalised as possible.

It's also important to consider annual leave - are you going to offer extra days off, or require employees to use their normal leave for this trip? If you're opting for the latter, you may wish to choose somewhere closer to home so that team members aren't using up valuable days just on travelling to their holiday destination.

THE IMPORTANCE OF CONSISTENT COMMUNICATION

As with any rewards program, the way you communicate it is essential to success.

This is particularly crucial with travel incentives because it's going to take your employees more time to accumulate enough points for a holiday than it is a small household appliance or electronic item. Ensure you're regularly updating employees on their progress, particularly how many points they've reached and how many they've got to go.

It's also important to make sure your communications accurately reflect the type of rewards on offer. For example, don't use a picture of a 5-star luxury resort if that's out of your price range. Your employees will appreciate incentive travel no matter the destination, but you shouldn't make out that it's going to be something it's not - otherwise, you'll just set team members up for unnecessary disappointment.



In addition, you should also include social recognition as part of your communication plan. Let the rest of the company know exactly how the employee in question has won the trip - what have they done, what were the results and how did it benefit the company? Not only will this show the individual team member how much your company appreciates them, it will also set an example to others who want to know what they need to do to win a trip themselves

WHAT BENEFITS CAN INCENTIVE TIERS BRING?

It's easy to fall into the trap of reserving incentive travel for the very best performers. After all, you want it to be a treat, something to reward those who have had a real impact on the success of the company. However, while this can spur on the top employees, other team members may feel like they've been left out in the cold.

To combat this, consider introducing different tiers for travel incentives.

The first tier, for new and junior employees, can be as small as a day event or trip to a local destination. Holidays can then get bigger and bigger as performance tiers increase, reserving the most luxurious locations for your most successful team members.

This ensures everyone feels appreciated while still introducing an element of aspiration into your travel rewards scheme.

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TRAVEL INCENTIVE AND REWARDS PROGRAMS WITH POWER2MOTIVATE

At **Power2Motivate**, we've had years of experience designing and implementing first-class travel incentive rewards programs for some of Australia's largest names. We assist our clients with concept development, program design, teaser programs, registration, travel and destination management and onsite logistics.

By creating engaging and innovative travel incentive rewards programs, coupled with exciting branding and communications, we aim to foster the loyalty and consistent performance that will make your company a market leader.

To find out more about our tailored travel incentive programs, speak to the team at Power2Motivate today.