

GO further

with INCENTIVE TRAVEL

The right strategy makes all the difference

Travel rewards are miracle motivators for salespeople? ***mind blown***

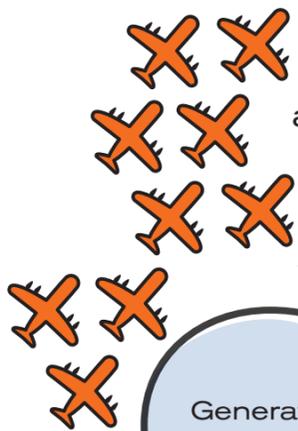
Okay, in all seriousness, it didn't take a large-scale, comprehensive research study¹ to confirm what most of us already know: Salespeople like travel rewards. And they'll work really hard to earn them.

But we did the study anyway. Why? Because not all travel reward programs are equally motivating for your audience. We wanted to uncover the specific preferences and insights that make some programs more successful than others.

Here are the **six** factors to keep in mind when designing your next incentive travel program:

Individual travel wins in most cases

- but not all - cases



When given the choice between an individual or group travel reward, **90%** of salespeople are more highly motivated by **individual**.

Generationally, Millennials and Gen-Xers are more highly motivated than Baby Boomers by individual travel.



it's bigger than the trip

93% of salespeople are motivated by incentive travel because it makes them feel recognized by their company and peers.



91% of salespeople find motivation in their family and friends recognizing that earning a travel award is a testament to their hard work and strong sales performance.



Timing matters

Salespeople prefer **group travel** to be **3-4 days long**



and **individual travel** to be **5 days or more**.



Let 'em unplug

When it comes to describing their best possible vacation experience,

"unplugging"

is favored **4x** more by salespeople than **any other activity choice**. (Yes, even more than spa days, front row concert tickets and heli-skiing or zip-lining.)



Choice is critical

Salespeople say choice in:

- ✓ **destination - 93%**
- ✓ **timeframe - 88%**
- ✓ **activity - 87%**
- ✓ **duration of trip - 87%**

are all huge reasons they are motivated by travel rewards.



if you offer a **group travel award** **keep business out of it**

84% of salespeople

are motivated by group travel that only includes **social** and **leisure activities**.



Interest in group travel declines noticeably from **60%** when the agenda includes one business meeting to **40%** when it includes two or more.

To see the full results of the study, please contact your BIW Business Development Director or email info@biworldwide.com.

¹ We talked to 500 salespeople between the ages of 21-65 years old who work in one of five industry sectors: automotive/transportation, life sciences/medical/pharma, technology, telecommunications and retail. Yes, we are total nerds when it comes to studying what motivates people and why, but you reap the benefits, so...you're welcome!