Merchandise & Experiences Marketplaces
Picture the most exciting shopping experience you could ever imagine. Maybe you’re choosing between photography classes in Tuscany or bungee jumping in South Africa. You might be upgrading to smart home technology or splurging on a new snowboard. Or – maybe you’re just buying something you really want but would never usually treat yourself to.

Whatever it is, we’ll help make it happen.

We have an unbeatable collection of cool products, once-in-a-lifetime experiences and our proprietary travel engine. Brands that fit every lifestyle, destinations that are only dreamed of and experiences that’ll be raved about. Trust us – you’ve never rewarded employees and customers like this before.
Money, as it turns out, is very often the most expensive way to motivate people.

Dan Ariely, *Predictably Irrational*

You know you need to inspire top performance and significant results. You also need to get the best return on your investment. The trick: offer tangible, aspirational rewards your participants will think about. Talk about. And want to re-live, over and over again.
We’re global.

No, seriously – we really are. Our Merchandise and Experiences Marketplaces are used by more than four million participants in over 160 countries and 22 languages.

The best part? We’re just as local as we are global. With over 1,500 associates in 18 international offices, we’ve got you covered no matter where your participants are. And we’re more than just a PO box in every country – our local associates are committed to developing a mix of culturally-relevant rewards that fit your business. You won’t find any “one-size-fits-all” here.
Problem? No problem.

We create a worry-free experience from start to finish – for you and your participants. They’ve worked hard for their reward and it’s our job to make it as easy as possible for them to get it. That’s why we have dedicated, BIW customer care team associates located in our offices around the world. They’re committed to the success of your program, which starts with delivering stellar customer service.

Our promise: If something is wrong, we’ll make it right.
It never gets old.

Getting – and keeping – your participants’ attention is everything to us. We’re constantly on the lookout for new and cool stuff to add to our mix of rewards. Not only that, they’ll always be in the know about what’s available through our seasonally-updated, dynamic marketing. With something for everyone, nobody will leave our Marketplaces empty-handed.

As important as the rewards are, we also know the overall user experience can make or break the success of a program. We take pride in our dedication to ongoing technological reviews and updates, making sure participants will be inspired from start to finish.
Let’s talk about the fun stuff.

**MERCHANDISE marketplace**

All the brands your participants need, want and can’t wait to talk about with their friends. Our country-specific, carefully-curated marketplaces are simply irresistible.

**EXPERIENCES marketplace**

Let’s check some things off that bucket list or celebrate with a local event or staycation. Your participants can use points for excursions, lessons, dining, tours and so much more. Participants can curate custom trips using our proprietary Itinerary Builder tool.
All about you.

What rewards are going to motivate your participants and deliver the best results for your company? Every one of our clients is different. It’s our job to understand what makes your business unique and make sure your Merchandise Marketplace reflects it.

Here are just a few ways we keep the experience real, relevant and personal:

- **Curated Assortment**
  Display only the products and categories relevant to your participants

- **Design**
  Incorporate your fonts, colors and culturally-appropriate graphics

- **Navigation**
  Highlight products and categories important to your participants

- **Marketing**
  Create targeted communications for your program

- **Branded Products**
  Add your branded merchandise to the marketplace

- **Price Range**
  Define a min/max value for merchandise in your marketplace
Experiences

The best rewards in life are the experiences we share with those who matter most. Your participants can make unforgettable memories booking experiences:

- Food, wine & nightlife
- Outdoor activities
- Day trips & excursions
- Tours & sightseeing
- Cultural & theme tours
- Classes & workshops
- Kid-friendly
- Cruises, Sailing & Water Tours
- Multi-day & Extended Tours
- Movie tickets
Experiences Locally and Worldwide

North America 21,027
- Canada 2,199
- Mexico 3,665
- United States 13,550

Central America 3,530
- Belize 432
- Costa Rica 1,924
- El Salvador 117
- Guatemala 368
- Honduras 228
- Nicaragua 144
- Panama 317

South America 8,640
- Argentina 1,185
- Bolivia 235
- Brazil 1,592
- Chile 982
- Colombia 1,159
- Ecuador 879
- Guyana 10
- Paraguay 25
- Peru 2,438
- Suriname 18
- Uruguay 74
- Venezuela 43

Europe 53,626
- Italy 12,540
- Spain 6,197
- Portugal 4,549
- France 4,434
- United Kingdom 4,342
- Greece 2,824

Africa 18,159
- Egypt 9,150
- Morocco 3,128
- South Africa 1,913
- Kenya 1,094
- Tanzania 986
- Uganda 233
- Zimbabwe 208
- Tunisia 203

Plus 1,613 experiences in 24 other North American countries and territories
Plus 18,740 experiences in 38 other European countries
Plus 1,245 experiences in 26 other African countries

Plus 22,423 experiences in 38 other Asian countries and territories
Plus 18,740 experiences in 38 other European countries
Plus 740 experiences in 11 other Oceanic countries and territories
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Spain 6,197
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France 4,434
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Greece 2,824
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With You In Mind.

It should be easy for your participants to redeem their award points. Experiences Marketplace keeps your participants in mind with an easy to use search interface and one click to view special deals and combined experiences.

**Point Range**
Offering options available at all point levels including the option to see what they can get right now based on point balance

**Reviews**
Check ratings and read feedback from others before booking

**Itinerary Builder**
One-stop shop to curate custom trips

**VIP Tours**
Get in the front of the line by booking one of our VIP Tours

**Great Deals**
View a listing of experiences available at a great deal

**Packaged Deals**
Featuring multiple experiences combined together
**Events**

Sports fan? Great! We’ll get your participants in to pretty much any pro, college or minor league event in the US or abroad. Like music? They can attend a festival like Coachella or an intimate show at venues like First Avenue. We also offer tickets to plays, museums, fairs, conventions and did we mention Disney Theme Parks?
Travel

If they can dream it, they can book it! Our proprietary self-booking travel engine, allows your participants to book their travel their way including:

- Hotel and vacation rentals
- Flights
- Cars
- Tours and transfers
- Cruises
- Resort stays
Get in touch.

Want to learn more or see a demo? Email info@biworldwide.com or contact your BIW Business Development Director.