

INCENTIVE SOLUTIONS PRESENTS:

A small icon of a white ship with a red stripe on its hull, sailing on blue water.

5 STEPS FOR PLANNING YOUR INCENTIVE TRAVEL TRIP



1. AUDIENCE ANALYSIS

The key to a successful corporate incentive travel promotion is to plan your trip around your audience. Focus on picking a time and place that fits your participants' schedule, lifestyle, and level of effort!



2. IDENTIFY OBJECTIVES

Capitalize on the positive emotions of the trip by selecting one or two goals, such as retaining top sales talent or building brand loyalty with independent agents, to base your trip around.



3. SELECT DESTINATION

Choose an exciting destination that will resonate with your target audience and that works from a logistical perspective. Try building a theme around your destination. A cohesive theme makes the prize specific, desirable, and easier to promote.



4. BUILD YOUR ITINERARY

Structure your trip to provide a balance of planned activities and free time. Doing so will ensure your participants enjoy their reward, while you are able to accomplish your objectives for the trip.



5. USE THIS YEAR'S EVENT FOR FUTURE MARKETING!

Using photos or souvenirs from this year's trip to market next year's promotion will remind attendees what a great time they had and inspire everyone to work that much harder to be included for next year's event!

**PARTNER WITH US FOR YOUR NEXT
INCENTIVE TRAVEL TRIP!**

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