



*Creating memories that last!*

## TRAVEL INCENTIVES

- The process is easy for travelers to use.
- The traveler has destination choices.
- Vacation promotions are easy to use for various applications at any given time.
- 4 to 1 Leverage for each incentive dollar.
- Create excitement and builds loyalty.
- Traveler has 12 full months to use the vacation.
- United States Travel Data Center shows that 91% of North Americans take a vacation every year.
- AAA states that 87% of people who travel will drive, the highest percentage ever recorded by the association.
- In a recent survey of American workers, 85% said they were motivated by vacation incentives.
- Incentive Magazine is quoted as saying that travel incentives remain the #1 premium to motivate workers.

**VS.**

## POINTS PROGRAMS

Bottom line:

By the time the recipient earns enough points the reward may be:

- Unavailable;
- Changed to a product of lesser value; or
- Not what they wanted or just can not use.

Plus points programs have:

- Overinflated cost of rewards;
- Significant Administration Fees; and
- Entire budget locked in for 12 months with no flexibility for an additional promotional budget.

