

Group Incentive Travel

Give them the world.

Extraordinary achievements deserve exceptional awards. Group incentive travel programs reward your top achievers, loyal customers or stellar employees with experiences that create positive, lasting ties to your company, product, and brand. Each trip should be custom designed to excite your audience. It's all a matter of asking the right questions.



Why do I need a Group Incentive Travel program?

- Increase revenue and profitability
- Build loyalty
- Strengthen relationships
- Improve employee morale
- Inspire the exchange of new ideas



How do I choose the right Group Incentive Travel program?

When choosing a program to implement, you must have a clear understanding of:



Your objectives and goals

Specifically, what are you trying to accomplish?



Your audience

Who's your target audience and what kind of a group incentive travel program will motivate them to reach the goals you've set for them?



Your budget

Is it open ended or fixed? In either case, if the primary purpose of the Group Incentive Travel program is to grow sales/profit, the incremental sales/profit generated by the program qualifiers should more than cover the program budget.

How does a Group Incentive Travel program work?



Select a destination

that (a) fits your budget and (b) will have the most impact in motivating your target audience (usually it's a compromise between the two)



Communicate regularly

and with consistent messaging about the trip as part of the overall program



Measure progress

and regularly update participants on their status towards the grand prize – the trip



Analyze results

(quantitative and qualitative) and modify program to enhance success in subsequent iterations of the incentive program



Recognize

qualifiers before, during, and after the trip

Insider tips for planning/executing a successful Group Incentive Travel program:

Once-in-a-lifetime experiences—Give participants a chance to experience luxury and services they would normally never book themselves

Make sure there's a very legitimate reason for your target audience to want to participate—What are they going to get out of it?

Executive connections—Provide opportunities for participants to connect with the senior leadership team to make them feel appreciated

Get personal—Offer personalized room gifts as a special way to say “Thank You”

Ensure that the pre-trip, trip, and post-trip experiences are as seamless and easy as possible—You don't want any hurdles to attendance and/or satisfaction in the onsite experience

How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?
We're here to help.**

Visit us online at:
www.hmiaward.com

Email us at:
info@hmiaward.com

Call us toll-free at:
800.343.4034