

# Incentive travels



**Incentive travel** basically implies unforgettable and entertaining trips paid by employers with the main purpose of encouraging employees to reach challenging business goals of the company by achieving individual and/or group goals.

Incentive travel is predominantly used with the basic aim of increasing sales.

Today, in order to motivate employees to invest extra effort at work, they must be offered something more than a pleasant experience. It is no longer only just a trip, but an experience which entertains them with surprises, special moments and unusual events. An experience they cannot relive... no matter how rich they are.

Unlike other types of MCE (Meetings, Conferences, Events) tourism, incentive travel is focused on fun, food and other activities rather than education and work. Likewise, depending on the culture and social factors, incentive travel differs in its application and understanding in certain countries.

In some developing markets (such as the Indian market), incentive travel implies a simple arrangement or only a plane ticket and paid accommodation.

In the USA for instance, there is a considerable number of individual incentives using catalogue offers as incentive programmes. However, the majority of traditional incentive trips implies a group of people for whom an activity and entertainment programme is tailored.

French, Italian and German companies mostly organise incentive trips in their local markets, whereas the local market of Great Britain is apparently relatively small, since most of their companies do not consider it suitable for incentive travel.

Generally, the largest buyers of incentive programmes come from the automotive industry, financial services, pharmaceutical industry, office equipment industry, electronics, telecommunications and the food processing and tobacco industries.


## Effectiveness of incentive travel

- Advantages for employers:
  - Facilitates communication and networking opportunities, especially in senior management
  - Encourages corporate culture and social interaction
  - Strengthens company loyalty
  - Creates enthusiasm for next business period


Incentive travel also impacts those employees who have not been among the rewarded. When rewarded colleagues return from their trips excited and with fascinating descriptions of events and the complete experience, other colleagues are stimulated to work harder in order to be rewarded next time.


- Advantages for employees:
  - To be rewarded a trip for your effort invested and results achieved, creates a certain pride and the feeling of victory and success.

One more advantage of incentive travel for the rewarded, is a better understanding from their partners and family of the extra time and effort they had to invest in order to be rewarded. When they take their family members on a holiday with them, the family will be more tolerant of the extra working hours they put in.


 **1** Read the description of this incentive travel trip and write down the reasons that make it a special experience.

**Golden San Francisco**

Day 1	Day 2	Day 3	Day 4	Day 5
<p><b>Welcome to San Francisco!</b> Arrive in San Francisco and transfer to our luxury hotel</p>  <p>Experience Chinatown and enjoy a traditional Dim Sum Lunch A champagne toast is served with stunning views of the city</p>  <p>Relax during a delicious dinner at one of the best waterfront restaurants</p> <p>Overnight SFO</p>	<p>The day starts with a ride on a classic cable car and an extraordinary city tour</p>  <p>Get ready to sail our private tall ship underneath the Golden Gate Bridge and around Alcatraz</p>  <p>Dine tonight on top cuisine while enjoying a spectacular theatre show</p> <p>Overnight SFO</p>	<p><b>What a change!</b> Within two hours arrive in the premier wine valley of the USA: The Napa Valley</p> <p>Begin the day with a spectacular balloon ride over rolling wine hills</p>  <p>Sample world class Napa Valley wines during a private lunch event overlooking the vineyards</p>  <p>Tonight enjoy excellent cuisine at the city's best steakhouse</p> <p>Overnight SFO</p>	 <p>We are off in a convertible or on a Harley Davidson for an exciting ride south to visit lovely Monterey &amp; Carmel</p> <p>Drive along the famous 49-Mile Scenic Drive at the US West Coast</p>  <p>A special farewell dinner follows at the sophisticated City Club of San Francisco</p> <p>Overnight SFO</p>	<p>Spend the morning at leisure to relax at the hotel or do some last minute shopping</p>  <p>It is time to bid farewell, yet memorable impressions will remain a lifetime</p> 

 **2** Work in pairs. Look at the second and third day in the programme, and describe one each as if you were on the trip. Highlight all the positive experiences you had.

▶ *The second day was the most amazing one. The morning started with... / After that we got on a boat...*

 **3** Write an email asking for a quote for an incentive travel trip for your company. Remember to give details of all the relevant information, like the budget available, period, number of people and any other information you think necessary.

 **4** Translate.

- Incentive travel is a special and entertaining trip paid by the employer to encourage employees to reach fixed business goals.
- Incentive travel is mainly thought to reward and stimulate sales people.
- The trip is not just a trip but an experience you will not relive if you organise the trip by yourself.
- If you reach your sales targets, you will be able to join the incentive group going to Brazil.
- Could you please let me know what the main reasons for organising this incentive trip for your employees are?
- I would like my employees to have a special holiday that will drive them to do even better with sales next year.