

Incentives Can Make a Difference

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**BACD Spring Convention,
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Incentives can Make a Difference

- 1. What is Incentive Travel**
- 2. Characteristics of different forms of travel**
- 3. General Trends**
- 4. Case Studies**
- 5. How to make a Difference**

What is Incentive Travel

A global management tool that uses an exceptional travel experience to motivate and / or recognise participants for increased levels of performance in support of organisational goals.

What is Incentive Travel

- History
- Importance to company
- Importance to destination

Characteristics of different forms of travel

Individual Travel

- Fills individual needs
- Uses established tariffs
- Has relatively high 'unit' cost
- Involves no staffing

Characteristics of different forms of travel

Groups and Meetings

- Negotiated rates
- Transfers and activities
- Pre-determined participation
- Group pricing
- Some staffing
- Some communications

Characteristics of different forms of travel

Group Incentive Trips

- Trip is an incentive
- Rules structure
- Communications and tracking
- Extensive activities
- Deluxe 'hands-off' style
- Entertainment
- Customisation
- Extensive staffing

Characteristics of different forms of travel

- Groups and Meetings
 - Fixed budget
 - Attendance by invitation
 - Some activities
 - Some staffing
 - Some communications
- Group Incentive Trips
 - Budget varies
 - Attendance by qualification
 - Extensive activities
 - Extensive staffing
 - Communications and tracking essential

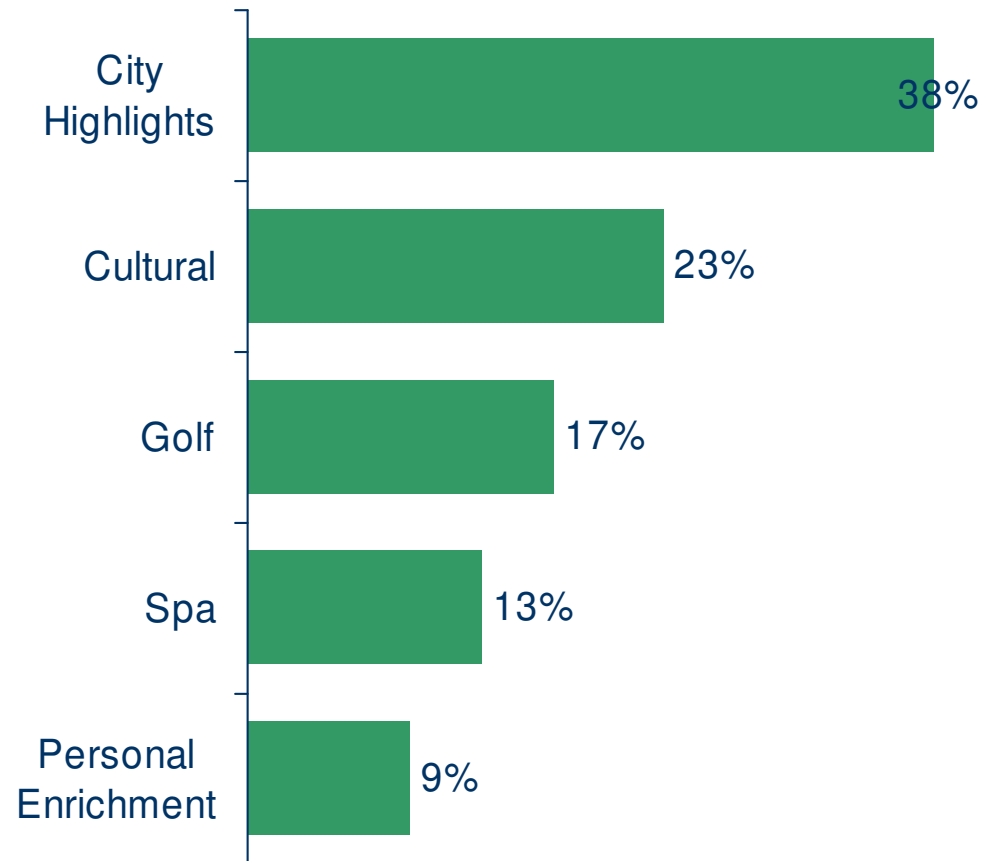
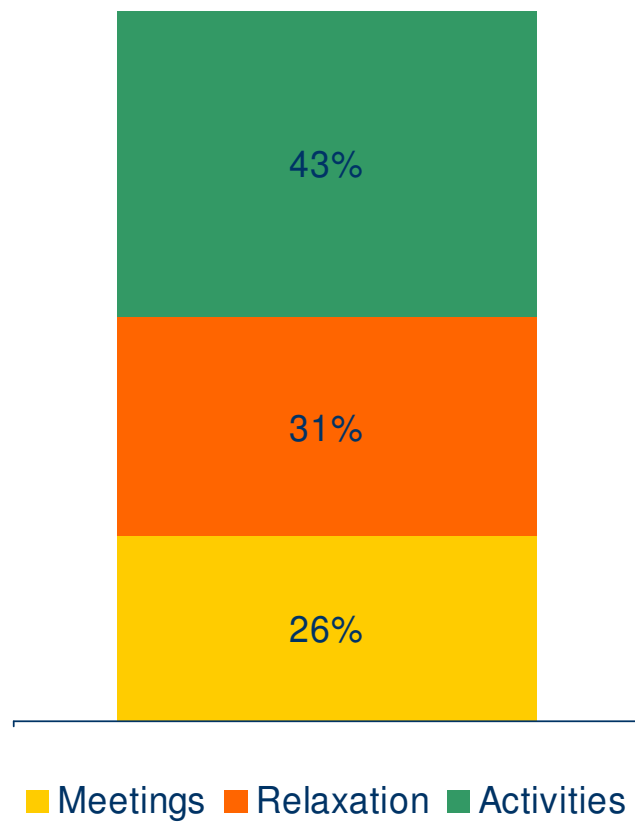
Unique characteristics of Group Incentive Travel

- Trips must be earned
- Participants pay little or nothing for the trip – and don't know the cost
- Participants are generally highest achievers and tend to be more demanding than average traveller

Unique characteristics of Group Incentive Travel

- Unique experience that cannot be purchased by individual traveller
- Balance of group activities & time at leisure
 - So winners can network
 - So bonding can take place between senior executives and staff
- Exciting activities and functions
 - Private and exclusive
 - Customised to some degree regardless of the budget

How time is spent during Incentive programmes

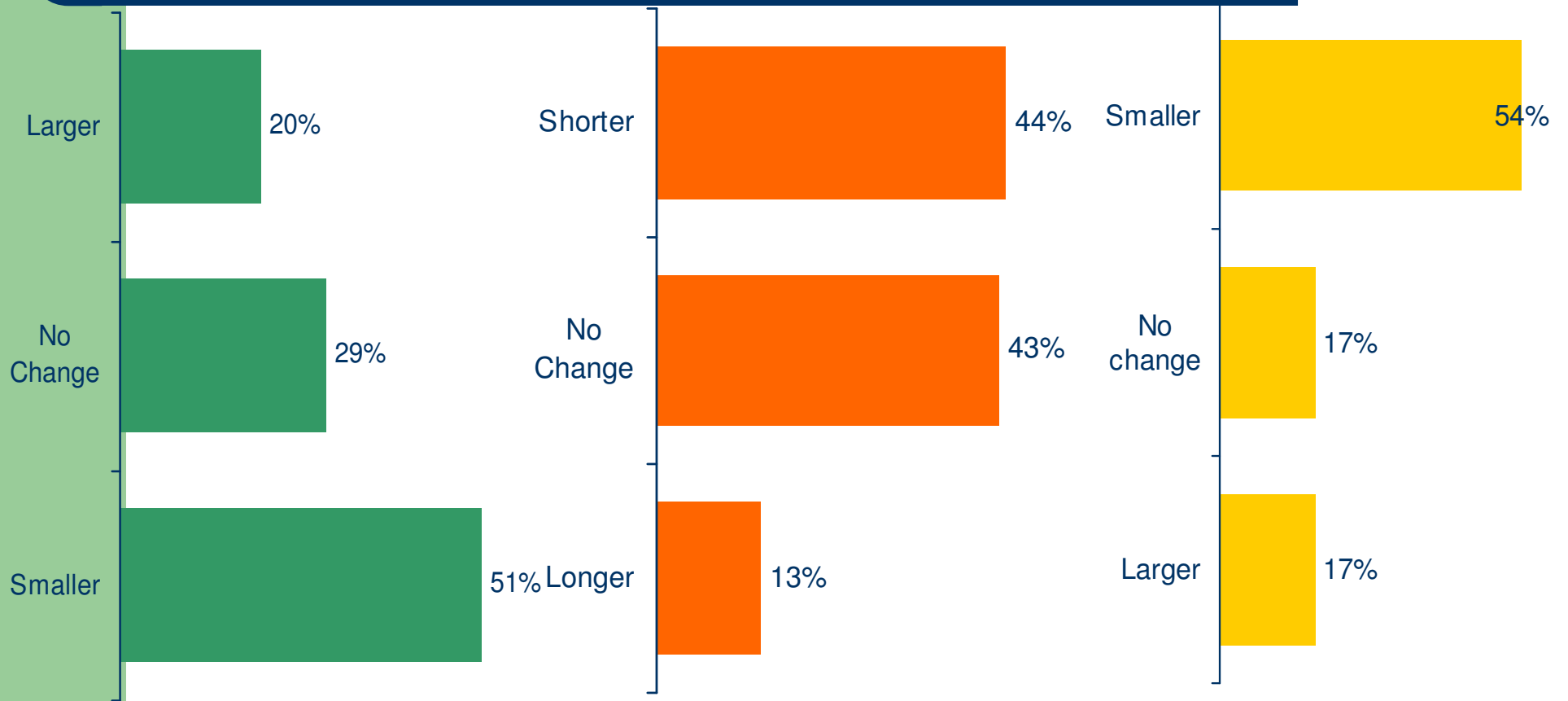


Clients' priorities in selecting destinations

- 60% destination accessibility
- 57% budget
- 57% specific destination
- 43% safety

- 11% environmental impact

Trends – Numbers. Duration. Budget.



Trends

- Shorter duration trips
- Closer to home
- Fewer winners
- More free time for participants
- Shorter lead times

Case Studies

- Accommodation providers
- Educating to change
- Give instead of Take
- Recognition

Apex Hotels

- Environmental Promise
- Reduce, re-use and recycle
- Everyday actions
- Local support
- Latest initiatives
- Environmental Director
- Awards

The Gleneagles Hotel, Scotland

- Gold Green Tourism Award
- Biomass Boiler
- Jane Iredale Cosmetics
- Environmental Play

Royal Cliff Beach Resort, Thailand

- Local and city-wide initiatives
- Volunteer clean-up teams
- Resort initiatives
 - Wastewater treatment facility
 - Recycling, re-using
 - Social and environmental responsibility

Maximillion Events Ltd - Eden

- Team-building with a difference
 - Team development
 - CSR development
 - Competition
- Objective
- Features
- Process
- Challenges

Give instead of Take 1)

- Client – Marriott Individual Incentive Awards
- Project – Community Park, Buckhead, GA, USA
- Concept – develop team-building event
- Community impact – refurbishment and improvement of local playground and community park

Give instead of Take 1)

- Beneficiaries – local community and Marriott participants
- Creativity – used a local unknown artist and a local restaurant.
- Sustainability – gave town people a sense of bonding within the community, and gave them a place to gather

Give instead of Take 2)

- Client – CEMEX
- Project – School near Cancun, Mexico
- Concept – have programme that reached across all boundaries
- Community impact – local school rebuilt and extended

Give instead of Take 2)

- Beneficiaries – pupils, parents and town
- Creativity – documentary film, and children's books
- Sustainability – new facilities will allow pupils, school and community to continue to prosper

Give instead of Take 3)

- Client – SITE
- Project – orphanage in Warsaw, Poland
- Concept – give something back to the destination
- Community impact – repainted and revitalised orphanage

Give instead of Take 3)

- Beneficiaries – children and staff, and conference attendees
- Creativity – each individual given panel to paint and embellish
- Sustainability – more cheerful surroundings

Give instead of Take 4)

- Client – Computacenter Distribution
- Project – Mukuni Village, Zambia
- Concept – while on short high-energy event, give back to the country
- Community impact – supplies for school, and building of teacher's house

Give instead of Take 4)

- Beneficiaries – local community
- Creativity – individuals were sponsored to complete an activity e.g. bungee jump
- Sustainability – the new teacher's house will give continuity and long-term benefit to community

Recognition

- Green Tourism Awards
- IMEX Awards
 - Commitment to the Community Award
 - Green Meetings Award
 - Green Exhibitor Award

How to make a difference?

- Fragile destinations and environments
- Hotel amenities
- Gifts
- Conference registration materials
- Work online
- Cut the waste
- Strive for an award

Case study websites

- www.apexhotels.co.uk/environment
- www.gleneagles.com
- www.royalcliff.com
- www.maximillion.co.uk
- www.lhrco.com
- www.integrityincentives.com
- www.imex-frankfurt.com

Other helpful websites

- www.gg-v.org
- www.green-business.co.uk
- www.greenglobe21.com
- www.greenmeetings.info

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