# Find your travel incentive sweet spot

Top performing teams come in all shapes and sizes. Fortunately, travel incentive programs do too.

Traditional group incentive travel is still a powerful motivator but more and more, sales managers are discovering the benefits of individual incentive travel.

Before you decide, you'll want to consider budget, timing, company culture and group demographics. Answer the questions below and track your score to discover which model is best for your team.

When it comes to your current travel incentive program, word on the street is....

I absolutely love our group travel program; I hope it never changes!



Our group travel trips are great but I'd like to have more free time.



I like our trips but wish I could share more of it with my family.



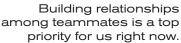
I am so grateful for the trip but the destinations aren't very motivating to me.



I like that we get to go to destinations I wouldn't normally choose.



How high is 'camaraderie' on the totem pole?





Team-building is great but it isn't a major concern.



What's your company's rally cry?

Blaze your own trail.



Win together, lose together.



What would you want
a fly on the wall
to hear on the
plane ride home?

The trip was incredible especially because my family and I celebrated my success in our own unique way!



It was great to celebrate with my team after a year of hard work!



Describe your A-Squad.

Diversity with backgrounds, generations and lifestyles.



Relatively similar regarding background, age and lifestyle.



Traditional, close knit team.



Young, hip, mostly Millennial group.



How would you describe your sales incentive budget this year?

About the same or a little more than last year, but I still want to maximize my dollars!



A little skimpier.
I'm hoping to find a way
to stretch what I have.



How do you want your incentive program to impact the water cooler chit-chat?

I want it to be the ONLY thing my team talks about a couple weeks before and a couple weeks after.



I want a long-term, continual buzz that lasts several months.



Are you looking to mix things up?

Group travel has been fine but we need to try something new.



Not sure. No one complains about our current program... but maybe it could be better.



Our group travel trips have always been a huge hit. No need to change a good thing.



Is it a big deal if your top-performers are all gone at once?

The nature of my business can flex to accommodate a group trip.



I prefer to not have all of my top-performers away from work at the same time.



There is no way I could afford to have all of my top-performers out for a full week!



## How'd you score?

Read on to find your incentive travel sweet spot.

### 9-12 points:

Group incentive travel is probably right for you. Based on your current priorities, budget and the nature of your team, group travel is a great fit. A team that wins together celebrates together!

### 13-17 points:

There are strong benefits to both for youthe key is to determine your priorities. You might even opt for a combination program that allows your participants to select their preference of group versus individual.

### 18-21 points:

It seems pretty clear that individual incentive travel is ideal for your team. They value choice and independence. Not only that, it gives you flexibility with budget and scheduling.

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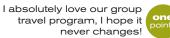
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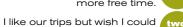
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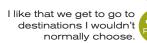


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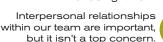
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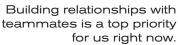
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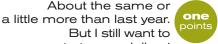


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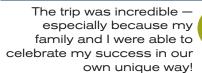
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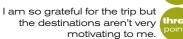
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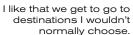


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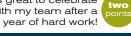


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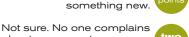
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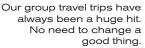
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