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# Why Incentive Travel?

A GUIDE FOR HUMAN RESOURCES PROFESSIONALS



An aerial photograph of a tropical beach. The top half shows a dense, vibrant green forest. Below the forest is a narrow strip of white sand beach. The bottom half of the image shows clear, turquoise water with some darker patches of seabed visible. A large, semi-transparent red rounded rectangle is centered over the middle of the image, containing the text. Two thin yellow circular lines are overlaid on the image: one in the top right and one in the bottom left.

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This guide is produced by the Society for Incentive Travel Excellence, or SITE — a professional association of nearly 3,000 members in 90 countries, working across the entire incentive travel industry supply chain.

A wooden boat with a blue canopy and a red and blue striped sail is beached on a sandy shore. The water is clear and turquoise, and a large, dark rock formation rises in the background under a blue sky with scattered clouds.

# Why Incentive Travel?

Incentive travel is a dynamic reward and motivational tool that top corporations in virtually every global industry are using as part of their total reward strategies.

Perfectly positioned to solve today's most pressing business challenges, here are just a few key reasons why leading human resource (HR) professionals — backed by fresh business data and globally trending studies — are exploring the transformative benefits a well-designed incentive travel program delivers.

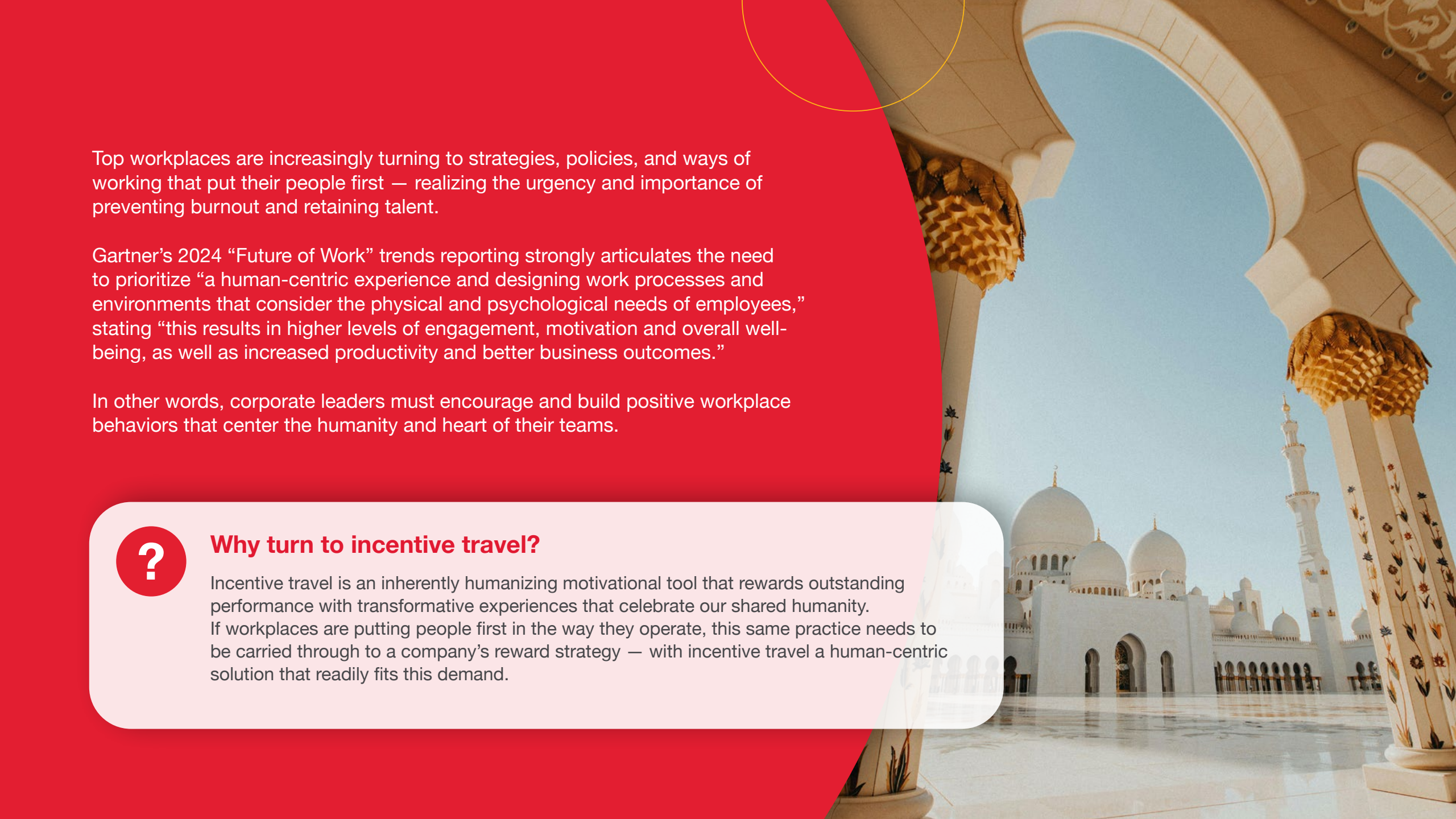
REASON

# ONE

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**HUMAN-CENTRIC WORKPLACES  
DEMAND EQUALLY HUMAN-CENTRIC  
REWARDS**

Leaders that prioritize overall wellbeing  
for employees are winning out



Top workplaces are increasingly turning to strategies, policies, and ways of working that put their people first — realizing the urgency and importance of preventing burnout and retaining talent.

Gartner’s 2024 “Future of Work” trends reporting strongly articulates the need to prioritize “a human-centric experience and designing work processes and environments that consider the physical and psychological needs of employees,” stating “this results in higher levels of engagement, motivation and overall well-being, as well as increased productivity and better business outcomes.”

In other words, corporate leaders must encourage and build positive workplace behaviors that center the humanity and heart of their teams.



### **Why turn to incentive travel?**

Incentive travel is an inherently humanizing motivational tool that rewards outstanding performance with transformative experiences that celebrate our shared humanity. If workplaces are putting people first in the way they operate, this same practice needs to be carried through to a company’s reward strategy — with incentive travel a human-centric solution that readily fits this demand.



REASON

# TWO

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**HR PROFESSIONALS HAVE A  
RENEWED RESPONSIBILITY TO  
CARE FOR EMPLOYEES**

Enhanced strategic positioning  
drives exciting reward opportunities

As the role of HR continues to evolve, there's refreshed opportunities for new engagement strategies to take root.

“HR needs to return to its traditional role of taking care of employees,” Harvard Business Review (HBR) declared in its May/June 2024 issue. “It must play a lead role in persuading top management to treat employees better and to change company policies.”

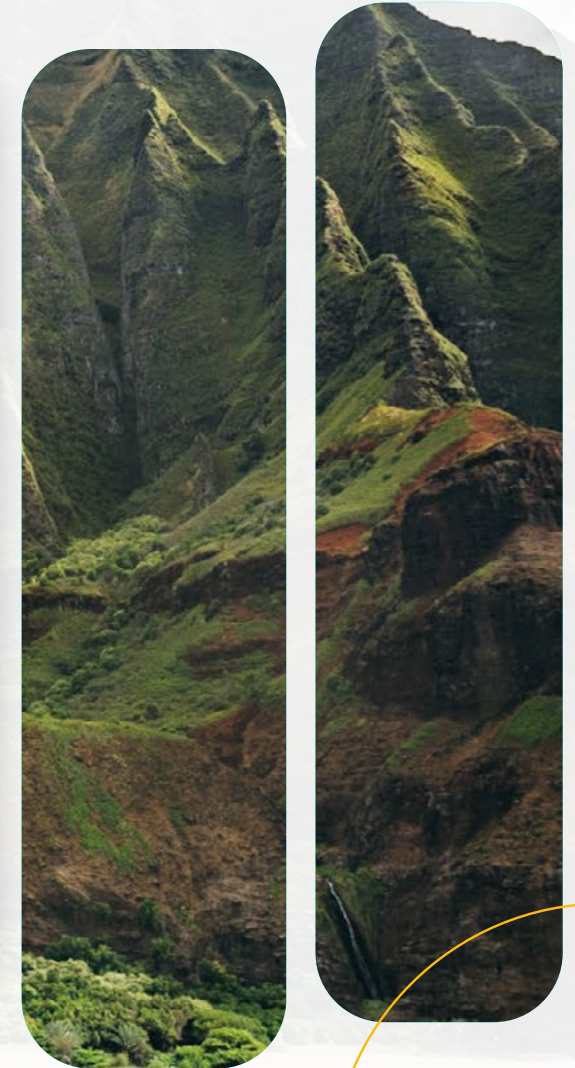
This can — and should — extend to a company's motivational and performance reward strategies, with incentive travel waiting in the wings as a potentially unexplored (or undertapped) resource for eager HR professionals looking to make new impacts as part of leadership teams.



## Why turn to incentive travel?

Introducing incentive travel can be a bold strategy newly empowered HR leaders can bring straight to the C-suite.

The payoff (literal and figurative) can be immense, when skilled HR professionals work with experienced incentive industry partners to shape and create incentive travel rewards that deliver both hard and soft power benefits for their company.





REASON

# THREE

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**HR ROLES ARE CHANGING,  
UNLOCKING NEW OPPORTUNITIES  
FOR COMPANIES TO EXPLORE**

HR professionals are shifting focus,  
expanding and enhancing their skillsets

Deloitte is making bold predictions about the future nature, purpose, and direction of HR. One prediction in the firm's 2024 Human Capital Trends report observes that everyone in an organization needs "people expertise" and "to be mutually accountable for human performance."

The end result of these shifts is that "HR professionals can act more like orchestrators, coaches, and co-creators," with 70 percent of HR leaders surveyed by Deloitte agreeing that "HR will need to shift to measuring and unlocking human performance and potential."



## Why turn to incentive travel?

A smart incentive travel program can work hand-in-hand with this reworked vision for HR. As HR leaders assume the role of coaches or orchestrators, they will need powerful tools to motivate a wide range of employees and empower individuals to deliver standout — and personally meaningful — results.

Painting a motivational picture with something as empowering and enticing as a transformational travel experience is an excellent way to do this. With almost endless programming potential, incentive travel offers distinct opportunities for "coach-like" HR professionals to customize what motivational aspects of a trip they present, in line with individual preferences and workplans.



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# Ready to rethink your sales reward **strategy**?

Diving into the creation, build-out, or expansion of your incentive travel activities can be daunting — but the SITE community is here to help!

SITE offers a range of resources, including webinars, in-person events, research & white papers, and professional association memberships designed to connect you with the right tools and expert thought leaders, often with decades of experience in designing incentive programs that drive solid business returns.

Visit [www.siteglobal.com](http://www.siteglobal.com) to learn more about the best ways to benefit from this engaging group of industry experts, or email [site@siteglobal.com](mailto:site@siteglobal.com) to get instantly connected in with a member of our team.



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