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# Why Incentive Travel?

A GUIDE FOR SALES LEADERS



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 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.

# 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 sales 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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**CASH BONUSES DON'T CUT IT:**

Teams must offer attractive  
“total reward” packages



# Sales employees are looking at the comprehensive advantages of an employer

Looking across the global business landscape, Ernst & Young (EY) track the evolution of what they call “total rewards.” Initial 2024 EY data noted an uptick in interest and initiative by top companies in implementing “total reward” programs.

These move beyond straightforward compensation and bonus schemes to keeping sales teams satisfied through a mix of benefits that include specialized and personalized recognition; suites of rewards that encompass the physical, emotional, financial, and social dimensions of wellbeing; opportunities for learning & skills development; and motivators like additional PTO.

EY predicts that over the next five years, workplaces will rework compensation and benefit schema to cover “expanded eligibility & access to deliver cost efficient & enhanced ‘total reward’ choice...for both skilled & knowledge workers.”



## Why turn to incentive travel?

Incentive travel can be thought of as a “total reward” in and of itself. Well-designed programs tick many of the boxes EY stresses, including wellbeing benefits across multiple dimensions, opportunities to deliver personal recognition and spotlight top sales performers, time to disconnect, and even — if desired — opportunities to learn, grow, and develop skills onsite in a destination together.



REASON

# TWO

**THE BEST SALES REWARD AND  
MOTIVATIONAL STRATEGIES ARE  
MULTIDIMENSIONAL**

People are complex, and so is  
what motivates them - rewards  
must keep pace



Global talent services company Morgan McKinley identified nine factors that motivate sales employees — including relationships with colleagues and leadership, opportunities to shape company culture, learning and development opportunities, and finding meaning in your work.

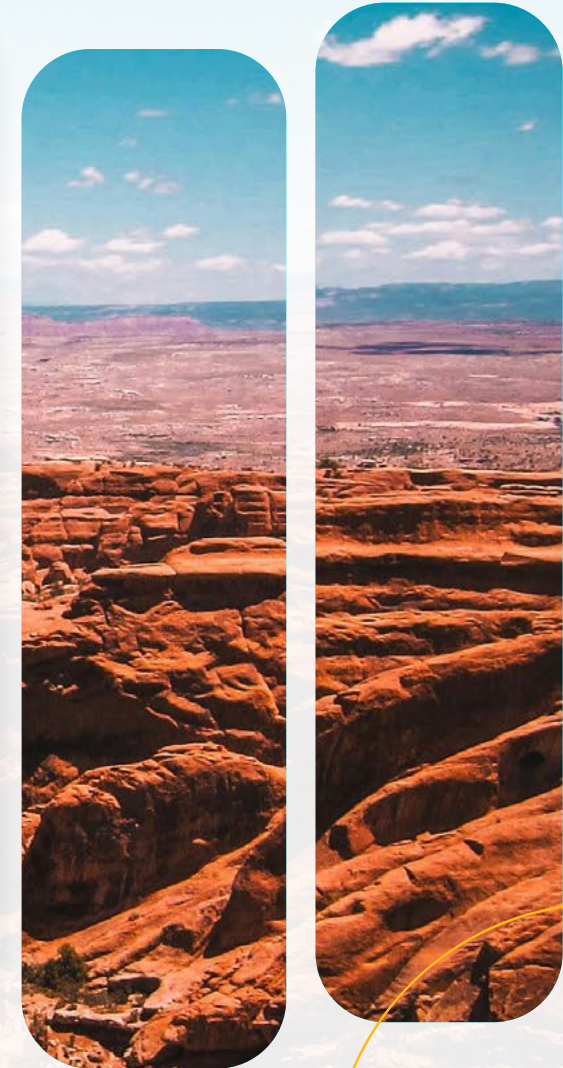
Their findings align with complementary examples from other multinational firms like Indeed (which stresses the need to encompass both intrinsic and extrinsic factors when designing reward schemes) and Thomson Reuters (which published testimonials from employees sharing what drives their global team).



## Why turn to incentive travel?

Designing a sales reward around a travel experience delivers multidimensional returns that cash bonuses or merch giveaways simply cannot replicate, or even come close to meeting.

Thoughtful incentive travel programs leave qualifiers with plenty of time to build relationships and to connect with other top performers, clients, or senior leadership; positively influences company culture; and presents earners with pathways to find meaning in their work outside of the four walls of a corporate or home office.





REASON

# THREE

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**AS PERFORMANCE METRICS  
SHIFT, SO TOO SHOULD YOUR  
REWARDS STRATEGY**

New performance tracking possibilities  
require overall reward and motivational  
rethinks

Traditional productivity metrics used in many sales and other roles are increasingly no longer fit for purpose, an assertion backed by findings from Deloitte.

The consultancy found that 74 percent of respondents surveyed for the 2024 Global Human Capital Trends report said it's "very or critically important to seek better ways to measure worker performance and value beyond traditional productivity."

Replacing traditional productivity metrics, Deloitte and others have found, is a renewed demand for metrics that show how work translates into shared value — where the employee, the company, and society all positively benefit from sales activities.

"The organizations that successfully navigate this new environment will likely be the ones who make the shift from old methods of understanding productivity to embracing a new paradigm of human performance," Deloitte found.



## Why turn to incentive travel?

Incentive travel is a flexible rewards solution where what sales behaviors are motivated and encouraged can change over time, and even vary from person to person — exactly in line with the demands of a new human performance paradigm.

Incentive travel programs represent a dynamic, expertly curated reward that can grow and change with a company through multiple performance metric shifts, but with the tool's critical motivational ingredient — the promise of a transformational travel experience — always at its core.

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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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