



Individual Incentive Travel

It's What They Are Working For!



Individual Incentive Travel



Why Companies are Turning to Individual Incentive Travel

Limited resources to administer group programs

Deal with downsized or cancelled group program budget

More discrete way to implement incentive programs

Avoid attrition and cancellation penalties associated with group programs

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Individual Incentive Travel On the Rise

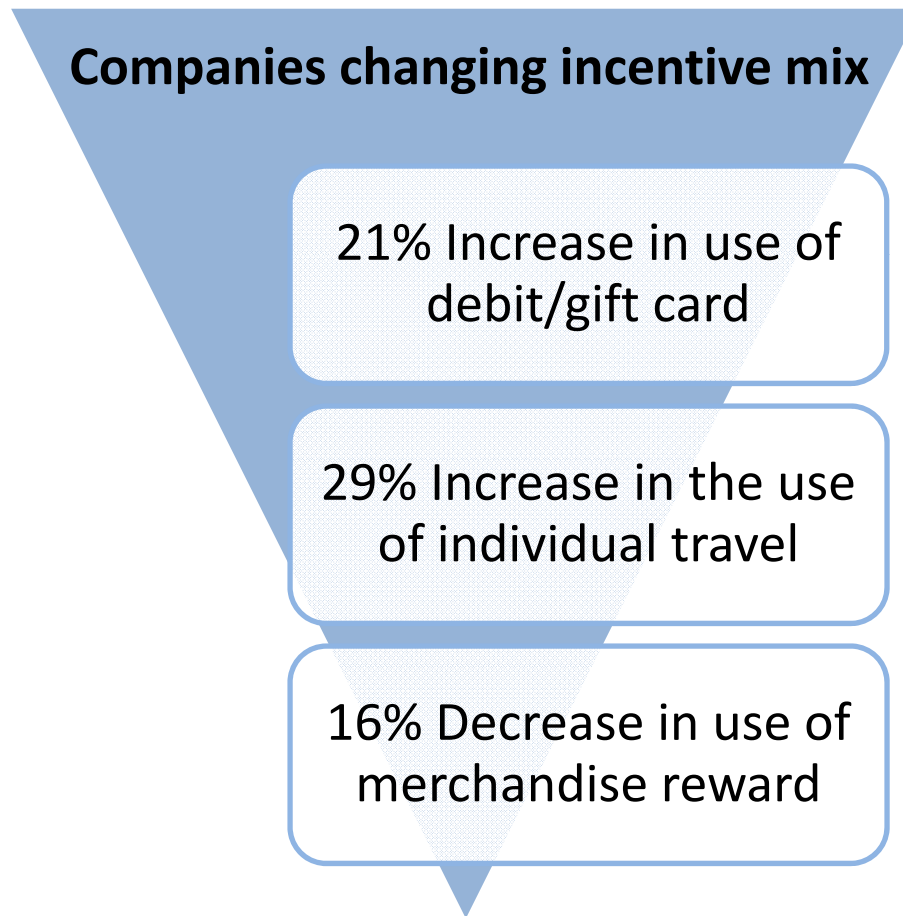


- Companies struggle to create next great trip year after year.
- Participants are increasingly asking for more flexible and diverse travel experiences.
- Control budget – no unexpected or hidden costs.

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How Companies are Adjusting to New Business Environment



Incentive Industry Foundation (2010 Pulse Survey of Incentive Industry)

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Why Bellwether Rewards

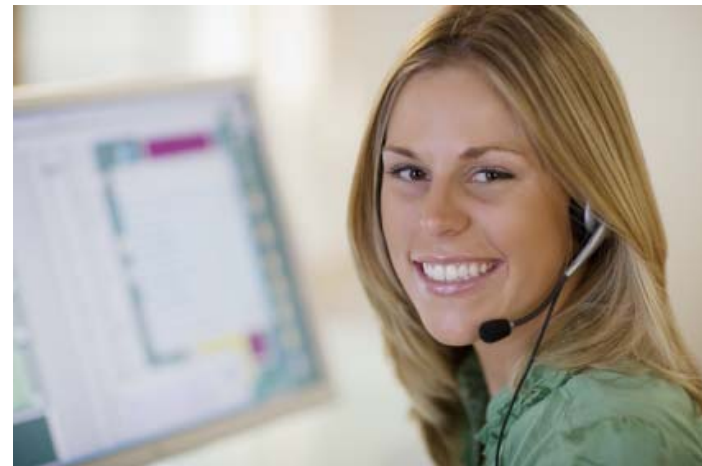
- Leader of emerging individual travel incentives
- Created successful programs for Fortune 500 companies:
 - 3M
 - Anadarko Petroleum
 - Blue Cross Blue Shield
 - Medtronic
 - Pepsi Co. / Frito Lay
 - Siemens

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Bellwether Travel Rewards

- Trip packages for any budget
- Fully automated, online travel management system
- Up to 12 months to redeem reward
- Fulfillment handled by in-house travel experts



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Bellwether Travel Rewards



- Pre-built budget levels
 - \$2,200 - \$6,500 per couple
- Each level has 15-20 trip packages
- Exciting destinations include:
 - Championship golf resorts
 - World class ski resorts
 - Deluxe all-inclusive resorts
 - Cruise options

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Each Trip Includes

- Round-trip air for two
- Deluxe accommodations
 - Resort fees and taxes
- Rental car for duration of stay or round-trip ground transportation*



* Where applicable

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Sample – Silver Level Travel Reward

- 4-nights Fairmont Scottsdale Princess/ AZ
- 4-nights Westin Kierland Resort/ Phoenix, AZ
- 5-nights Westin La Paloma/ Tucson, AZ
- 5-nights Wigwam Resort/ Phoenix, AZ
- 6-nights Hyatt Fisherman's Wharf/ San Francisco, CA
- 5-nights Loews Coronado Bay/ San Diego, CA
- 6-nights The Lodge/ Sonoma, CA
- 5-nights Silverado Resort/ Napa, CA
- 4-nights Hyatt Regency Lake Tahoe Resort & Casino/ Lake Tahoe
- 6-nights Keystone Lodge/ Keystone, CO
- 5-nights Bellagio/Las Vegas, NV
- 6-nights Mirage/ Las Vegas, NV
- 5-nights Disney Moderate Resort w/ Park Tickets/ Orlando, FL
- 6-nights Westin Bayshore Resort/ Vancouver, Canada
- 5-nights Fairmont Banff Springs/ Canada
- 4-nights Dreams Puerto Vallarta (*All-Inclusive*)/ MX
- 4-nights Riu Palace Punta Cana (*All-Inclusive*)/ Dominican Republic
- 4-nights Paradisus Punta Cana (*All-Inclusive*)/ Dominican Republic
- 3-nights Paradisus Playa Conchal (*All-Inclusive*)/ Costa Rica
- 4-nights Ocean Club/Turks and Caicos
- 3-nights Atlantis Resort-Beach Tower/ Bahamas

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Program Implementation

- Travel reward certificates
 - Ideal for 10 or less participants
 - Great for on-the-spot recognition
- Online management system
 - Ideal for more comprehensive programs
 - Internal sales programs
 - Dealer/Distributor sales programs
 - Promotions

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Online Management System

- Fully automated online management system will *Power* all program communications and *Drive* the travel fulfillment process.
- Allows program participants to:
 - Receive a customizable registration “invite” email, along with a “link” into the program website
 - Review program terms & conditions along with information on how to use their travel reward
- Register and complete travel profiles
- Review available trips with website links and detailed descriptions
- Submit detailed travel request
- Receive automated, personalized confirmations and email reminders along with exceptional travel planning assistance from our travel support staff

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Flexible structure

- As a stand alone reward or recognition program.
- As a “second-tier” reward – in tandem with established group program.
- Create reward program w/ multi-layered structure to recognize multiple qualifying levels.

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Designed for multiple applications

- Great for use in short-term “fourth-quarter” push sales program.
- Targeted use for super achievers who may have outgrown annual group program
- Highly motivating when used for non-sales employee recognition programs.

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Key Components to Successful Sales Incentive Program

- **Establish Objectives** *the objectives must be simple, specific, and obtainable.*
- **Outline the Strategy** *communicate clearly and measure the results accurately.*
- **Measure Performance** *define both quantifiable and qualitative goals. It might be necessary to look at historical data and come up with an average in order to define a particular sales goal.*
- **Establish the Budget** *two types of award budgets: 1) closed-ended, and 2) open-ended. Determine the maximum costs involved with a closed-ended program, and an estimate of costs involved for an open-ended program.*



Actual Examples of Program Applications

Large Medical Device Manufacturer

- Used program for short-term (fourth quarter) sales stimulus.
- Objective was to increase market share of a specific medical device.
- Designed “closed-end” program which would reward the top sales qualifier from each region, along with their respective managers.
- Program was designed to fit within long-standing **President Club** trip, which they do annually for a small group of top performers. This allowed more of the “*middle sixty*” of their sales team to qualify and feel part of overall success.
- End result...190 sales team members were able to enjoy a trip of their choosing, while the company gained valuable additional revenue along with an increased market share for their product.



Actual Examples of Program Applications

Napa Wine Distributor Sales Channel Program

- Used program to help introduce a new wine brand to restaurants and other retail outlets in Midwest (as test market).
- Designed “open-ended” (unlimited number of potential qualifiers) sales incentive for their regional distributor-sales channel partners, rewarding those who achieved a pre-established sale target.
- Wine Distributor was pleasantly surprised that two of their distributor partners were able to hit the top end target, exceeding initial program expectations.
- Resulting in top qualifiers earning high-value travel rewards, as well as the successful introduction of new wine brand into target market. All were motivated to achieve award and thus successfully “pushed” brand awareness.

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Questions?

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Thank you!

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