



PRESS RELEASE
For Immediate Release

Bellwether Rewards Announces Release of New White Paper: Incentive Travel: *How* It Has Evolved and *Why* It Remains a Wise Investment

Paper reveals changing landscape of corporate incentive travel and how companies can adapt and grow business through “individually-targeted” travel incentives.

Nashville, Tenn. – December 12, 2011 – Bellwether Rewards LLC, an incentive travel firm, has issued a new white paper investigating how companies may successfully adapt their [incentive strategies](#) to today’s evolving business environment. As businesses reemerge from the challenging economic period of the past year, there will be an even greater need to develop new strategies and tools to successfully reenergize their sales channels.

[Travel incentives](#) continue to rank highest among all other forms of incentive awards. In the past, these programs may have been perceived as a discretionary expense, rather than an *investment* opportunity. Yet according to most industry analysis, incentive programs will generate more revenue at less risk than any other thing a business can do.

“Companies are looking for effective new ways to retain, attract and engage their employees, as well as respond to the changes in sales-force demographics,” said Steven Derse, president of Bellwether Rewards. “The millennials and Gen X’ers are driven by a variety of dynamic and more individual reward-elements, so there’s a need to look beyond the more traditional models that have been used for the boomer-age sales force.”

The white paper details how these and other factors are driving the emergence of a more “individually-targeted” approach to [corporate travel incentives](#), due to their ability to respond to the changes in the overall economy and workforce.

The paper is available at no charge on the Bellwether Rewards website: www.bellwetherrewards.com.

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About Bellwether Rewards

Bellwether Rewards provides "air-inclusive" incentive travel packages designed for individual use in sales contests and other incentive programs. As a leader in the emerging individual travel incentive market, they have provided [sales incentive solutions](#) for many Fortune 500 companies including 3M, Medtronic, Blue Cross & Blue Shield, Siemens ICN, PepsiCo-Frito Lay, and Anadarko Petroleum, to name a few. For more information, contact Bellwether Rewards at 615-662-0047 or visit www.bellwetherrewards.com.

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