

By: Michael Upp, Senior Vice President, [Mitch Stuart, Inc.](#)

## Why Incentive Travel Leads in Inspiring Employee Performance

Silicon Valley has turned workplace incentives into an art form. From foosball tables to in-cafeteria sushi chefs, from napping pods to bike repair shops, offices in the San Francisco Bay area can amuse workers for hours on end.

But when it's time to get down to business, companies like Facebook and Adobe know that one of the best ways to inspire a group to perform is by offering a chance to travel.

Incentive travel is a \$14 billion industry. The [Incentive Federation Inc.](#) says that 38 percent of all American companies with revenues of more than \$1 million offer some sort of incentive travel. Between the fall of 2014 and the fall of 2016, the average amount spent on incentive travel by companies increased by 10 percent, with trips to different U.S. cities, Mexico, and even Europe being the most popular.



Those numbers will only increase as younger employees join the workforce. Members of the largest generation (79 million, according to estimates) overwhelmingly want to travel abroad as much as possible (75 percent). At the same time, the [Deloitte Human Capital Trends 2016](#) study says that one in four would be willing to move to a new company right now if they felt it was a better fit. A company that offers millennials a chance to travel for hitting sales goals, garnering the most referrals, enhancing product awareness or achieving another metric is a company at which workers will want to stay.

Employers will want those employees to stay, as well. A 1997 study conducted in England showed an 18 percent increase in productivity when employees are offered travel incentives. Those trips can have a positive effect on the abilities of employees, too. According to [Psychology Today](#), travel generally, and international travel specifically, helps make people less emotionally reactive to day-to-day changes, since it grants some perspective to the traveler. Multicultural experiences, like exploring a new country, can also spark creativity. Essentially, incentive travel can not only inspire employees to new heights before they take their well-earned vacations, but it can also give them important skills to become even stronger contributors to the team upon their return.

And why do employees like incentive travel – and in many cases prefer it to cash-equivalent bonuses? The experiences. Whether it's a ticket to the Super Bowl, a wine tour through the French countryside or even a zip line adventure through the Costa Rican jungle, an incentive travel package can't be spent on paying off bills or contributing to a retirement fund. These types of trips force the type A personalities, the workers who often are the most likely to hit those incentive points, to stop and turn their focus elsewhere. The hard-headed and driven sometimes have to be persuaded to take time off; giving them a free chance to do so will ensure that your top contributors are getting the rejuvenation time.

Plus, it sure beats lunch hour foosball tournaments.

### About the Incentive Travel Council

The [Incentive Travel Council](#) (ITC) is a Strategic Industry Group of the [Incentive Marketing Association](#) (IMA). ITC creates awareness of how reward and recognition travel helps achieve better business performance while promoting member brands, products and services. ITC members bring top level expertise from leading companies providing travel and experiential incentive programs.

See our latest white paper: [The Business Case for Incentive Travel](#).

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