

Incentive Travel Programs

Is your incentive travel program only motivating 20% of your sales force with the same people qualifying year after year? Research has shown a correlation between improvements made to incentive programs and performance gain within companies. Incentive programs can according to SITE increase work performance by up to 22 percent.

Travel incentives are effective motivational tools as they recognise and reward employees, make them feel appreciated and satisfy the need for novelty, physical activity, knowledge and the need to relax away from work. The success of travel as an incentive also lies in its trophy value. Winners can openly talk about their trip without being seen as overly boastful. But if not structured effectively travel incentives can fail dismally.

Engage employees

Explore the views of your unique set of employees, not only the top achievers but all employees. What factors would impact their level of motivation? Research points to the importance of having a choice rather than receiving a pre-selected reward, the value of being able to weigh up and decide on the class of hotel accommodation, length of stay and destination. Cruises and beach/sun and water destinations have high motivational value so too is the option of inviting a guest or family member to join, even at their own expense. A tangible reward also offers better motivational benefits than cash or a cash card.

Motivate the entire workforce

Consider the structure of the incentive programme. Many companies are faced with the scenario where a selected number of people benefit from incentive travel programs, while the majority view these rewards as unattainable. It's important to consider that a 5% performance gain from the middle 60% could contribute over 70% more revenue than a 5% shift in the top 10 percent. One way of ensuring greater participation is a tiered travel incentive structure consisting of a main incentive as well as smaller incentives or tangible rewards. Another is to use an open ended goal structure aligned to your company objectives, where the individual works towards attaining a personal goal rather than a set

December 2010



Incentive Travel

Duma ICE, part of the Duma Travel Group will:

Assist in exploring employee perceptions and the value they assign to different program attributes and potential tradeoffs.

Develop an incentive structure aligned to individual and company objectives

Incorporate the learnings to ensure the best return on investment

Craft, implement and manage the incentive travel program



target; this changes the focus and ensures that what was once unattainable becomes possible. Group incentive travel can also assist in energizing and motivating a larger group of employees.

The incentive programme should also be integrated into your internal communication strategy. Continuous communication from teasers to desk drops, company memos and posters to creative intranet and website support ensures greater awareness and impact throughout the company.

Maximise the benefit of program spend

You need the right balance between motivation and investment. A clear understanding of the attributes and potential tradeoffs (a more exotic destination for less expensive hotel) will enable you to make an informed choice and get the best return on your investment.

The optimal travel incentive program will motivate your employees, impact productivity as well as the performance of your company.



Leisure specials

The Haven***
Bali

RW BILA LABUT****
Prague

Kingdom Hotel***
Victoria Falls

Airline News

- Air France has announced the launch of a new daily A380 service from Paris to Washington DC, starting 06 June 2011.
- British Airways (BA) and Iberia (IB) shareholders have approved plans for the airlines' merger which is scheduled to take effect on January 21.
- Comair is to operate an additional British Airways flight from 15 December on its Durban - Cape Town route. Comair will also be introducing 8 new B737-800 aircraft.
- Qatar Airways has announced that Nice, France, will become the first of five new routes to be launched across Europe in the next few months.
- 1 Time airlines has confirmed that the airline is currently in advanced talks with Lanseria to begin operations from the airport.
- Customers travelling on British Airways can now print their own boarding pass 24-hours before departure. The airline has introduced 'Online Boarding Pass' functionality on flights from Johannesburg and Cape Town to London Heathrow.

General News

- India has been given the green light for the construction of a second international airport in the commercial capital Mumbai. The new 90-billion-rupee airport will be situated in Navi Mumbai or New Mumbai, 50 kilometres south east of the city centre.

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- Dubai Visas has set up a special website for South African customers to simplify the process of applying for visas to the emirate.
- City Lodge has announced the opening of Town Lodge Port Elizabeth, the group's fifth hotel in the city. Construction of the property began in July 2009 and the hotel will be fully operational by December 15, 2010.

The Haven***
Bali

from R9 667 per person sharing

Includes:

- Economy airfare from Johannesburg to Bali
- Return airport hotel transfers
- 7 nights accommodation in a standard room
- Breakfast daily
- All pre payable airport taxes and current fuel levies
- Price ex Cape Town R 10 217 per person sharing



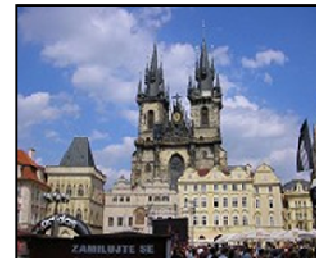
Valid from
01 April–14 June 2011

BW BILA LABUT****
Prague

from R8 540 per person sharing

Includes:

- Economy airfare from Johannesburg to Prague
- Return airport hotel transfers
- 5 nights accommodation in a standard room sharing
- Breakfast daily
- Prague Grand City Tour (Prague Castle & Boat Tour)
- Price ex Cape Town R9 310 per person sharing



Valid from
15 January to 31 March
2011

Kingdom Hotel***
Victoria Falls

from R2 950 per person sharing

Includes:

- Return airfare from Johannesburg to Livingstone
- Return road transfer to the Kingdom Hotel in Livingstone
- 2 nights accommodation in a standard room sharing
- Breakfast daily
- Airport taxes
- Price ex Cape Town R3 960 per person sharing



**Block out dates apply
(27 Dec-30Jan)**

**Valid until 28 February
2011**



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