

A long-term annual sales incentive travel program delivers engagement after 15+ years using **on-site excellence**.

THE SCOPE

This Consultancy company has been running a successful incentive travel program for over 15 years, always with the goal of creating a sense of community, loyalty, camaraderie, and recognition among sales personnel and leadership around the world while emphasizing Return on Experience for participants.

THE CHALLENGE

Maintaining interest, engagement, excitement, and a sense of friendly competition can be difficult after over 15 years of running a program, and so the client was looking to make sure the experience was just as excellent as it had always been. Implementation is also a pivotal process, as it's important to make sure everything runs smoothly for trip earners.

THE SOLUTION

HMI ([now part of 360insights](#)) helped the client double down on the trip's execution, making sure it was flawless from arrival to departure. As with any plan, this doesn't necessarily mean that everything goes as intended, but it does mean holding staff, suppliers, and vendors accountable while being able to think quickly in the face of on-site obstacles.

Because excursions are often the life of a [group travel program](#), a full group activity is always included. These can include experiences like tasting tours, museum visits, horseback riding, spa treatments, or water activities. In addition to activities, nightly room gifts are a must—these can include champagne and local wines, specially prepared baskets with local specialties, and well-known brand items.

THE RESULT

The proof of the program's success is in the fact that the program has run for over a decade and a half. An average of 25% of eligible sales personnel hit their goal every year, meaning that the goals are achievable but the reward still feels exclusive and special to win. As many as 60 qualifiers have been added as goals are attained at the end of the earning period.



360CaseStudy



CONSUMER DURABLES INCENTIVE TRAVEL PROGRAM

COMPANY

A Leading Global Technology and Market Research Company

INDUSTRY

[Consulting](#)

BUSINESS OUTCOMES

- Increase Loyalty
- Improve Experience

PRODUCTS USED

- [Incentive Travel](#)

THE SUCCESS

25%

average qualification rate from eligible personnel

60

qualifiers have been added as goals are attained at the end of the earning period

15

year long program and counting

“Thanks, it was such a nice time! Thanks to [the Client] and HMI teams for this amazing President's Club!”

Participant



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.