

## Case Study: Incentive Travel

An exclusive award winning street party in Beijing China provided a unique and memorable incentive trip for 600 sales reps.



### Objective

- Develop a group travel incentive program perceived as an exclusive experience filled with creative activities and amenities
- Save costs where appropriate without losing the WOW factor

### Strategies

- MotivAction designed a program to reflect qualifiers' achievements and meet expectations of this increasingly sophisticated group of travelers
- Create unique travel experiences
- Expose travelers to the local artisans and entertainers in Beijing

### Solutions

- Travel to China, including Beijing and Shanghai
- Custom room amenities for each night were sourced through local suppliers
- Provide an itinerary filled with tours, shopping and insights into Chinese culture
- Obtain private access to part of the city to host a Beijing Street Party
- Allow 600 trip qualifiers to shop, eat and enjoy craft demonstrations and performances in China, all held exclusively for the group

### Results

- Participant surveys ranked our MotivAction staff and the entire travel program a 4.7 rating out of 5
- The Street Party was implemented at less than a third of the cost associated with a typical theme party
- The "Beijing Street Party" won the industry's annual SITE (Society of Incentive & Travel Executives) award for Outstanding Single Event