

## The lure of travel to motivate staff in 2017

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Corporate Challenge specialises in outdoor, fun, interactive team building and experiential learning programs designed to promote team spirit and a winning, participative culture.

A trip to a beautiful destination can be a great reward for staff incentive programs in 2017.

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That is the advice from corporate events planner Rachael Ziccone as many companies finalise their incentive programs with the New Year approaching fast.

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The Conferences & Events Manager for Corporate Challenge Events said a staff incentive program is a formal way to keep your employees motivated and focused on achieving certain results within a specific time period.

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â€œMost employees are excited by travel and enjoy either an exotic, fun or relaxing destination, which makes a trip away a great reward,â€• said Ziccone.

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Ziccone provides five questions for businesses to work out a viable and effective destination.

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Question 1: What is your budget?

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â€œThis will help determine factors such as length of stay, style of accommodation, activity budget and quality of catering.â€•

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Question 2: How long will you be there?

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â€œSome determining factors may be the operational impact on your business and your staffâ€™s personal commitments outside of work.â€•

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Question 3: What is the profile of your staff?

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â€œTheir age, gender, interests and abilities may help decide whether you choose a pamper trip or perhaps a weekend of adrenaline activities.â€•

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Question 4: What is your objective?

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â€œWhether itâ€™s to rejuvenate, reward or perhaps mark the start of something, this can help determine some of the inclusions and activities.â€•

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Question 5: What type of destination do you envisage?

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â€œAll of your answers to the above will contribute to the type of destination, whether it is coastal, forest, ski, island, country or metropolitan.â€•

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Once businesses have identified their parameters, Ziccone suggests that businesses follow these tips to narrow down their options and ultimately decide on a destination.

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Tip 1: What are the destination basics?

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â€œDo thorough research including what visas and travel documents may be required; when is the best time of year to visit; what are the local customs and cultural differences; what is the language and currency; and, what does the local cuisine feature?â€•

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Tip 2: How accessible is the destination?

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â€œBe sure to weigh up the impact of the destination versus the difficulty in getting your group and

supplies there. A whole day of travel is not always the best way to start a trip unless you are there to enjoy the destination for long enough.â€•

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Tip 3: What is the venue availability?

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â€œDoes the destination provide a variety of venue options that suit your budget and objectives? When it comes to an incentive trip, my advice is to choose a venue that is unique and offers an experience to talk about.â€•

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Tip 4: What can you include in an itinerary?

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â€œThe length of time you are planning to be there and your objectives will help you work out how much or little you can fit into an itinerary. Have a look at the activities that the venue offers and features to include.â€•

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Tip 5: What does feedback say?

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â€œIncentive trips are more like a vacation than a business trip so speak to a travel agent or event planner for advice on all of the above. A professional can help you with a checklist to ensure you choose a destination your group will be talking about for years to come.â€•

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Corporate Challenge Events is an Australian and New Zealand specialist in planning corporate events from conferences to travel incentive programs.

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