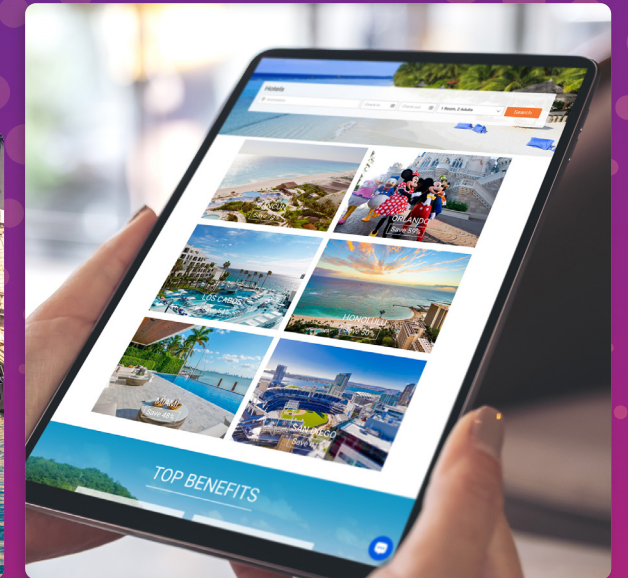


One10^x

YOUR SALES GROWTH PLAYBOOK

The New Rules of Incentive Travel

How to motivate every generation,
move the needle and prove ROI



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INTRODUCTION

The Sales Leader's Dilemma

You're planning an incentive trip to push revenue. Here's the challenge: Boomers want luxury, Gen X wants flexibility, Millennials want purpose and Gen Z wants sustainability and Instagram-worthy moments. How do you design one program that keeps everyone motivated and prove to your CFO that it moved the needle?

This playbook is built for you. Your job isn't easy. You need to motivate a multigenerational team to blow past targets, and you need ironclad proof that the investment in incentive travel delivered. Higher sales. Better retention. Lasting loyalty.

Let's get tactical, practical and results driven.

KNOW YOUR AUDIENCE

Motivation Across Generations

Whether you are incentivizing your employees or your channel sellers, your success relies on knowing what makes your people tick. A blanket approach doesn't cut it. At least not if you want record-breaking incentive outcomes and a team that fights for the leaderboard.

Baby Boomers | Born 1946–1964



They want to be recognized like royalty. Think luxury, exclusivity and making their decades of service feel legendary. Give them that red-carpet treatment and they'll remember who put them there—and go the extra mile to stay at the top.

Gen X | Born 1965–1980

The backbone of your team, Gen X values independence, balance and family. Give them choices: build-your-own agenda, bring-a-guest perks and room for downtime. The reward should fit into their lives, not force them to fit into yours. When you give them flexibility, you get their best results.





Millennials | Born 1981–1996

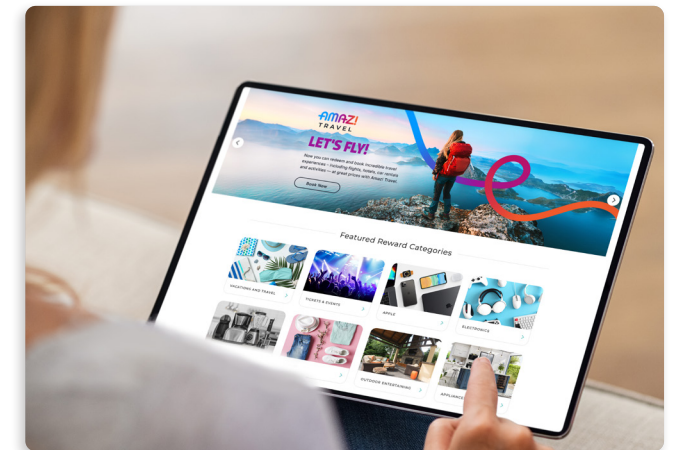
They're purpose driven, social and all about personal growth. They want experiences that help them make a difference and build their network. Offer team-building volunteer events, Instagram moments and opportunities to connect with leadership. Recognize their contribution in ways they can share and you'll unlock their drive.



Gen Z (Born After 1997)

They're digital natives with a sustainable spirit. They want transparency, choice and rewards that align with their values. Mobile-first platforms, green travel and impact reports are expectations, not extras. Why does this matter? Because when Gen Z feels the experience is authentic, they work harder to earn it, and they broadcast their victories.

Bottom line: Know your people, and you'll see the needle move on your sales dashboard.



THE NEW WAVE

What Millennials and Gen Z Want

Let's zoom in on your growing cohort of young talent:

Growth and Learning

Development sessions, upskilling workshops and peer gatherings on the trip

Digital and On-Demand

Real-time updates, photo sharing and feedback – all through their phones

Flexibility and Choice

Selecting sessions, activities and even how they're recognized

Recognition

Make success visible and shareable

Purpose

Volunteer projects, CSR initiatives or events where the company gives back to the destination community

These are the perks that get Millennials and Gen Z fired up, competing and trying to outdo last quarter's numbers.



SEASONED PROS

Gen X and Boomers Need More Than a Pat on the Back

Your high-performing Gen X and Boomers have delivered for years. They expect results, not lip service.

True Time Off

Itineraries that include options for relaxation and family

Relationship Building

Dinners with the C-Suite, peer networking and opportunities for mentorship

Recognition that Counts

Not just a certificate, but a personalized, public acknowledgment of their contributions

Prestige and Comfort

Five-star accommodations, curated events and meaningful awards programs



Deliver on these expectations and they'll double down on results. No extra incentives required.



FINDING THE OVERLAP

Your Secret Weapon for Results

Every generation wants to feel valued, seen and part of something bigger. Your challenge: orchestrate an experience where everyone in your audience, from the newest to the most seasoned participant, is motivated to win.



Recognition and Visibility

Celebrate wins at group events and make top performers heroes in front of their peers.



Growth and Connection

Cross-generational workshops and team competitions drive engagement and loyalty to your company on every level.



Meaningful Memories

Unique excursions and parties everyone talks about long after the trip. That's what unites your team.

A program built on what connects your people supercharges results and keeps performance high after the final award is given.

PERSONALIZATION

One Program, Countless Motivators

Make each winner feel special. How you tailor the experience is as important as the logistics.

It's how you get your sales team feeling appreciated and fired up.

- Let people have a choice in building their own experience and schedule during the program
- Create a program with “surprise and delight” moments. Birthdays, anniversaries and other milestones can be acknowledged privately and still have a big impact

The IRF reports that 89% of participants in highly personalized travel programs feel recognized and motivated to exceed future goals, highlighting the importance of tailored experiences.

The result: Each team member feels like you designed this motivating carrot just for them. That's how you drive effort, not entitlement.



PURPOSE AND SUSTAINABILITY

Deliver Value While Inspiring Action

Today's sales leaders know that values are a recruiting and retention tool. As added proof, nearly two-thirds of Millennial and Gen Z employees are more likely to participate in programs that incorporate eco-friendly accommodations, carbon-offset initiatives and community impact activities (IRF, 2023).

Design programs that make people proud to be on your team and prove to execs (and the world) that your wins are earned responsibly.

- **Sustainable Destinations:** Eco-friendly travel, paperless agendas and green excursions
- **Community Impact:** Charity challenges or volunteer events tied to local communities
- **Brand Storytelling:** Share the program's responsible elements internally and externally to boost team pride and brand image

This isn't extra credit; it's essential for keeping high performers loyal and engaged.



SHOW YOUR IMPACT

Proving ROI and Loyalty

You've made the investment. Now, it's time to show your leadership not just what you spent, but what you gained.

- **Pre-Trip and Post-Trip Metrics:** Track pipeline velocity, deal size and close rates among those who earned the trip
- **Engagement Data:** Dive into attendance, participant satisfaction and destination preferences
- **Attribution Reporting:** Connect top performers' results directly to their experience. Did the trip inspire real growth? Did it top last year?
- **Retention Metrics:** Measure how your winners stick, contribute and sell more after a high-impact program

But the best leaders take it a step further. ROI still matters, but the real gamechanger is ROE – Return on Experience. When your program sparks genuine excitement, belonging and loyalty, you don't just get happy memories, you get a motivated, high-performing team that drives business forward long after the trip ends.

That's the One10 advantage.
We'll deliver the hard numbers and the powerful story showing how your incentive brought your team together, aligned them with your goals and inspired them to reach new heights.



CONCLUSION

Walk Into the Boardroom with Numbers and Loyalty



At One10, we design incentive travel that makes every generation feel valued. And we'll hand you the metrics that show it boosted sales and retention for your C-Suite. You'll walk into the boardroom with a program that delivered ROI and loyalty. Bring out the best in every team member. Exceed your goals. Show the results that matter. And earn the recognition you deserve for making it all happen.

One10 helps you deliver seamless, impactful and meticulously planned incentive travel programs that leave a lasting impression. Reach out today to learn how we can help plan your next memorable experience.

Let's Connect