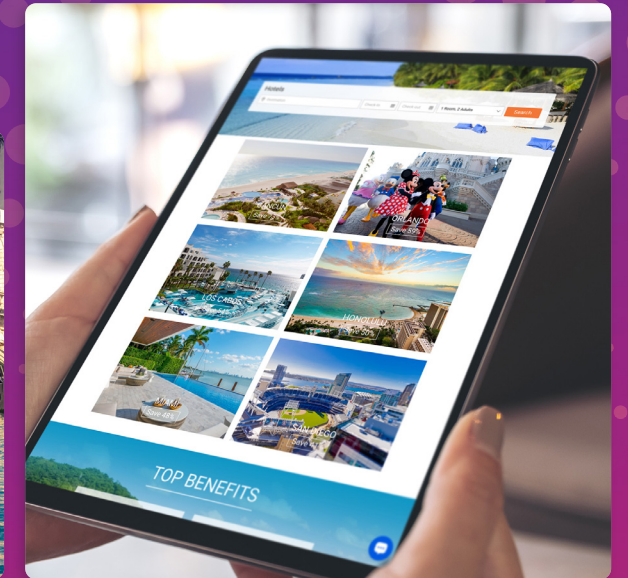


One10<sup>x</sup>

# Transforming Total Rewards

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How Incentive Travel Drives Talent  
Acquisition and Retention



# Welcome

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## INTRODUCTION

# Bridging Generational Gaps: Inspiring, Connecting, and Retaining Talent Through Incentive Travel

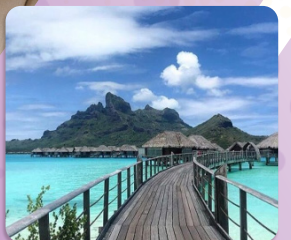
There's lots of chatter across industries about the presence of four generations in today's workforce. Baby Boomers, Gen X, Millennials and Gen Z each bring different motivators to the table. Boomers seek recognition for loyalty and achievement, Gen X values flexibility, Millennials want authentic experiences, and Gen Z expects inclusivity and social impact. The challenge goes beyond identifying and acknowledging these differences. It's about designing a path forward.

As a Total Rewards leader, you have the daunting responsibility of connecting these groups and reinforcing company values, all while facing tough competition for talent, workforce diversity and scrutiny over every dollar spent. So, the question becomes:

How can you unify these diverse groups, increase motivation and boost loyalty?

Enter modern, well-designed and executed incentive travel, which can be a catalyst for cultural transformation and measurable Return on Experience (ROE), supporting retention and engagement where it matters most.

This guide provides a framework for leveraging incentive travel to address your most pressing challenges. Learn how to design cost-effective programs that motivate your entire workforce, align with your employer value proposition and deliver measurable results.



## MAKE A LASTING IMPRESSION

# Moving Beyond Cash to Cultural Impact

Your core challenge is to motivate employees in a way that aligns with company values while clearly supporting retention and engagement. Cash bonuses, while appreciated, are transactional and quickly forgotten. They are often absorbed into household budgets without creating a lasting emotional connection to your organization.

What does? Once-in-a-lifetime trips to new and interesting locations. Exclusive activities such as dinner prepared by a celebrity chef. Private excursions unavailable to the public.

An employee may not remember how they spent last year's bonus, but they will never forget the company that gave them an unforgettable trip that they could never experience on their own. According to the Incentive Research Foundation (IRF), 78% of employees say they are more likely to stay with an organization that offers meaningful recognition – far more than simple cash rewards.

This is how you win: by creating an incentive travel program that reflects your unique culture and drives the behaviors that help you retain top talent and move your business forward.

70% of cash bonus recipients either spend it on routine bills or quickly forget the reward



# Unifying a Diverse, Multigenerational Workforce

Engagement across a multigenerational workforce demands flexibility and scalable personalization. The latest IRF studies show that 89% of participants in highly personalized travel programs feel recognized and motivated to exceed future goals. A one-size-fits-all approach no longer works.

## **Baby Boomers | Born 1946–1964**



These experienced professionals are often motivated by formal recognition that honors their loyalty and achievements. Exclusive, high-end travel packages and curated cultural tours celebrate their legacy and contributions.



## **Gen X | Born 1965–1980**

This pragmatic generation values flexibility and work-life balance. Travel programs that offer choices, such as optional activities or the ability to bring family, resonate deeply.





## Millennials | Born 1981–1996

Driven by purpose and connection, Millennials thrive on authentic experiences that foster community. Wellness retreats, team tours and volunteer opportunities align perfectly with their values.



## Gen Z (Born After 1997)

As digital natives with a strong sense of social responsibility, this group expects tech-driven solutions and programs with a clear commitment to sustainability and inclusivity.



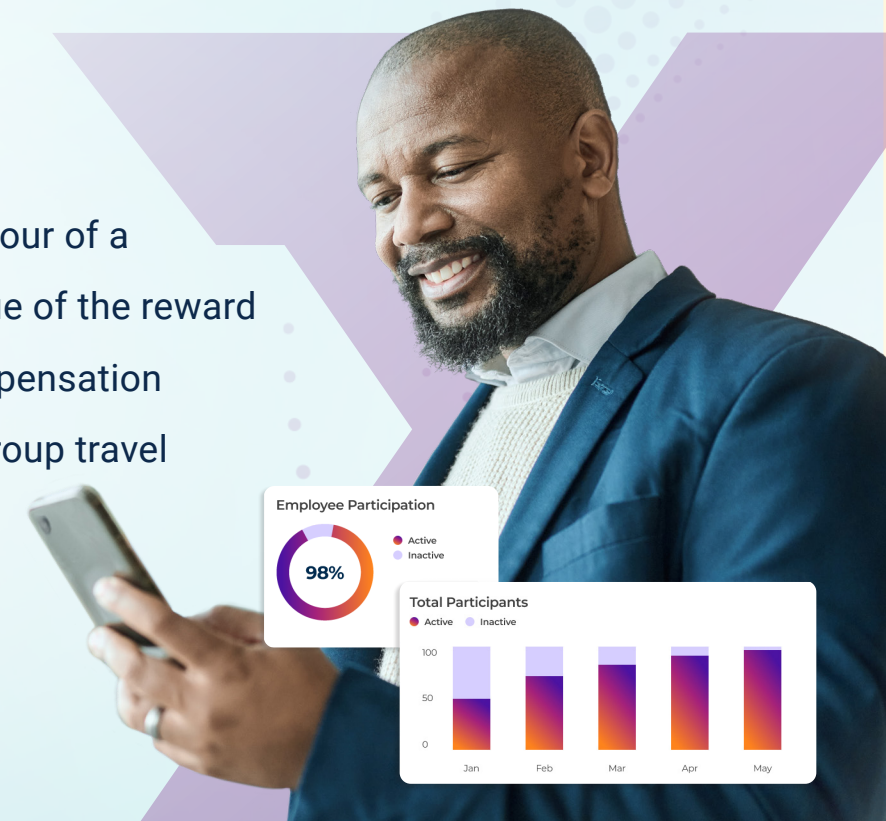
A well-designed travel program builds on the “overlap advantage,” the shared desire across all generations for meaningful recognition, personal growth and authentic connection. By offering a mix of structured networking, optional activities and downtime, you can create a cohesive experience that feels personal to every participant.

# Enhancing Your Compensation Strategy Cost-Effectively



Managing costs while keeping compensation competitive enough to retain top talent is a constant balancing act. Incentive travel offers a cost-effective way to enhance your total rewards package and improve A-player acquisition and retention. Unlike cash bonuses, which require a larger budget each year to feel more impactful, travel programs can be enhanced through creative design rather than pure cost inflation.

By strategically reallocating funds to craft unforgettable “wow” moments – such as a private dinner at an exclusive rooftop venue or a surprise local experience like a behind-the-scenes tour of a historic distillery led by its master blender – you can significantly enhance the perceived value of the reward without dramatically increasing the budget. This approach enhances the appeal of your compensation package, giving you a competitive edge in attracting and retaining top talent. Furthermore, group travel allows for economies of scale that make luxurious, unattainable individual experiences possible within a manageable corporate budget.



# Proving Program Effectiveness with Data

Sourcing reliable data for benchmarking and objectively tying compensation to performance are major challenges for any Human Resources/Compensation leader. Incentive travel programs, when managed with the right partner, provide a wealth of data to measure success and justify investment. The key is to look beyond traditional ROI and embrace ROE: Return on Experience.

## Measuring ROE involves a holistic approach to data collection and analysis:

### Pre-and Post-Event Surveys

Gather quantitative and qualitative feedback to measure shifts in employee engagement, morale and alignment with company values across different demographic groups

### Behavioral Metrics

Track key performance metrics before and after the travel experience. IRF data shows companies using incentive travel programs report up to a 14% increase in employee productivity.

### Retention Analysis

Compare turnover rates between program participants and nonparticipants. According to the IRF, organizations with incentive travel see retention rates improve by more than 10% among high-potential employees.

### Engagement Analytics

Use platform data to track how employees engage with program communications, qualification trackers and post-event content. High engagement signals a highly motivated workforce.

This data allows you to build a compelling business case for leadership, demonstrating not just financial returns but also the program's vital role in fostering a positive, high-performance culture.



## CONCLUSION

# Building a High-Performance Culture Through Recognition and Connection

With One10, you'll deliver incentive travel programs that balance ROI with ROE. Our long-standing commitment to designing memorable, impactful experiences drives us to raise the bar for every program. Our approach ensures every employee feels seen and valued, while giving you the data and insights to prove your program is driving retention, engagement and cultural alignment.

**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

