



# Group Travel Programs

*Give them the world.*

Extraordinary achievements deserve exceptional awards. Group travel programs reward your top performers and loyal customers with experiences that create positive, lasting ties to your company, product, and brand.

## WHY CHOOSE A GROUP TRAVEL PROGRAM?

At HMI, we measure Return On Experience (ROE), or the development of long and meaningful relationships between your salespeople or customers and your organization, so each trip should be custom designed to excite and motivate your audience.

Group Travel is the ultimate way to recognize the people and companies you rely on the most. With it, you can capture that much needed ROE along with...

- Increased revenue and measurable ROI
- Enhanced brand loyalty
- Improve employee morale
- Inspire the exchange of new ideas

## HOW DO YOU DETERMINE THE RIGHT PROGRAM?

HMI takes the time to understand your company's unique business objectives so that we can recommend the right experience for your target audience. It's all a matter of asking the right questions.



### What Are Your Goals?

Are you looking for fast revenue growth? Want to strengthen your customer relationships? What about positive brand association? Let's take a look at where you want to be at the end of the program.



### Who's Your Audience?

Who are you potentially sending on your trip?  
Who can help you achieve your goal?  
Who deserves to be rewarded?



### What's Your Budget?

Is your budget open ended? Fixed?  
Whatever your budget, you'll see quantitative and qualitative return on investment.



## HOW DOES A GROUP TRAVEL PROGRAM WORK?

*Our highly experienced team will work with you to go through our 6-step process.*

### 1 Determine the strategy

of your program such as goal, earning structure, audience, and budget.

### 2 Select a destination

that a) fits your budget and b) will motivate your target audience the most – based on their demographics.

### 3 Communicate regularly

and with consistent messaging about the trip to encourage participation.

### 4 Measure progress

and update participants on their status towards the trip to help build momentum.

### 5 Build relationships

while on the trip with your earners, making memories and connections that will last a lifetime.

### 6 Analyze results

and gather satisfaction levels from your trip-goers to adapt and modify for your future group trips.

## THE BENEFITS OF HMI GROUP TRAVEL

Over our **35+ years of planning and operating group travel programs globally**, we have been able to develop the most memorable group incentive travel experiences on the market for you and your trip earners.

When you work with us you get...

### Exceptional buying power

Forged by long standing, well-connected relationships 35 years in the making. We'll negotiate the best prices and options for your group's airfare, hotel, activities, and more.

### Worldwide travel experts

With global reach that will take you wherever you want to go. On- and off-site staff take your goals, your audience, and your budget into consideration to design and manage the perfect trip for you.

### Full-service in-house team

Professional and specialized in making your experience worry free with 24-hour flight watch, room- and flight-block negotiation tactics, activity planning, and reservation management.

### Dedicated program manager

To ensure your program goes off without a hitch and to add a personal touch to every group travel program. Whether it's arranging group activities and entertainment, coordinating audio visual, sourcing room gifts, or managing on-site check-in, HMI's program managers oversee your program every step of the way.

### Engaging marketing communications

Including custom branding, print, digital, video, and gift sourcing engagement tactics that accentuate the destination, build and sustain program momentum, and highlight the benefits of doing business with you.

### Innovative technology solutions

Such as a custom Cvent registration website, integrated with travel modules like room lists and arrival/departure info, progress-to-goal tracking options, and a mobile app to increase onsite engagement in the program.

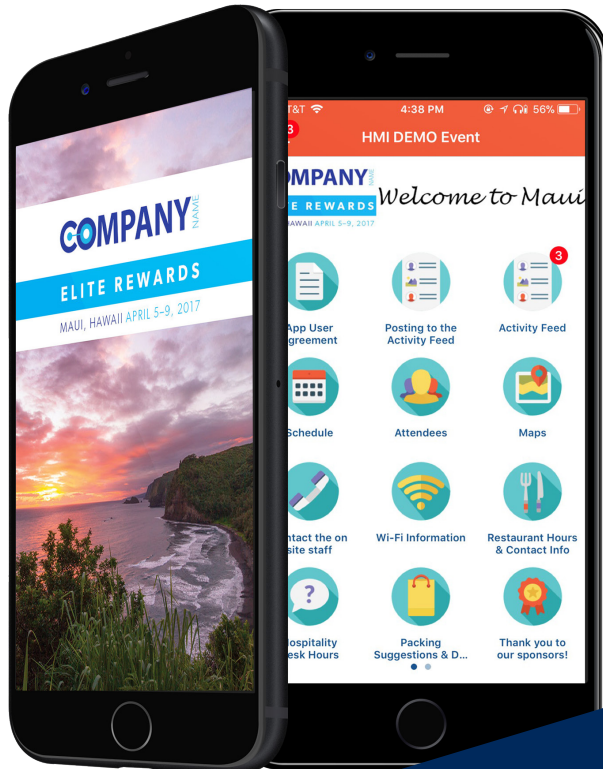
### In-depth data & analytics

In the form of goal tracking, leaderboards, and real-time reporting and analysis that allow you to identify trends and pathways to increase engagement, monitor program performance, forecast participation, manage your attrition/growth, and prove ROE.

## HOW WILL HMI WORK FOR YOU?

When you call on HMI for a Group Travel solution, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

Learn more about HMI Group Travel and how it's transforming travel into extraordinary experiences – and transforming your customers and top achievers into lifelong partners.



HMI Trip App - Tripbuzz

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