

# Incentivising corporate travelers



## Why consider behavior incentivisation?

- Traditional sourcing has its limits
- Millennials want to be in charge of their decisions
- Traveler experience is very personal
- Challenge on the value of corporate travel programs
- Importance of keeping travelers within the travel program

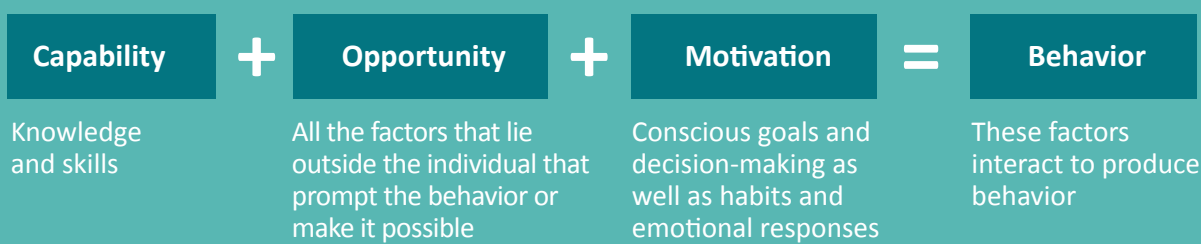
## Psychology of incentives

### Intrinsic/Internal

Difficult to influence due to personal preference

### Extrinsic/External

Will vary from person to person, but can be influenced through rewards/incentives



## Types of incentives



Money



Prizes



Recognition/  
praise



Mixture  
of all

79%

Companies using incentives reported a 79% success rate in achieving their established goals when the correct reward was offered.

## What does this mean for your travel program?

### Opportunity to:



Drive  
compliance



Deliver  
savings



Improve traveler/  
employee  
satisfaction



Showcase  
innovation

### Rewards could be earned:

For achieving current policy compliance

For going beyond current policy requirements

To compensate travelers who have a disappointing experience

## Program options



### Experience

Supplier-provided travel perks and experiences

- Lounge access
- Flight upgrades
- Room upgrades
- Double air miles



### Rewards

Monetary rewards

- Travelers get to keep percentage of savings achieved over and above a "price to beat"
- Savings converted to gift cards or items with cash value

### Pros

- ✓ Rewards program is proven to drive material travel cost-savings (8-12% net reduction in air and hotel expense)
- ✓ Talent acquisition and retention benefit
- ✓ Duty of care – reduced program leakage

### Cons

- ✗ Behavior change for non-frequent travelers will be challenging
- ✗ Experience option solution will need to be built
- ✗ Administrative burden (tax events, managing reward inventory)