

Show Them The World They've Never Seen

Group Travel Experiences by ITA Group



Show your participants they really are the best of the best—and that you’re the one who recognizes it.

If every part of your current incentive travel program isn’t designed for your people and your goals, let us help you create an emotional connection and drive brand loyalty.



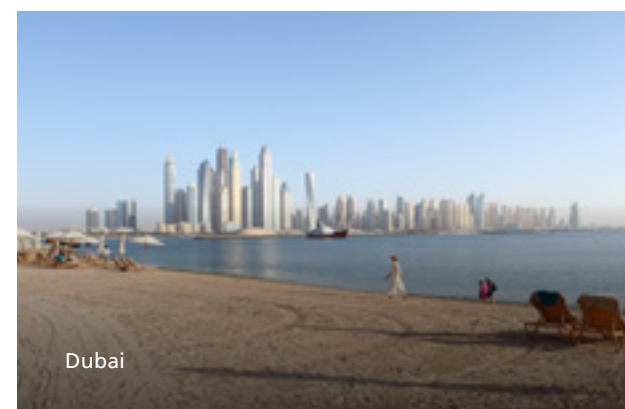
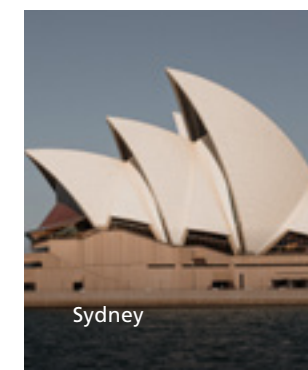
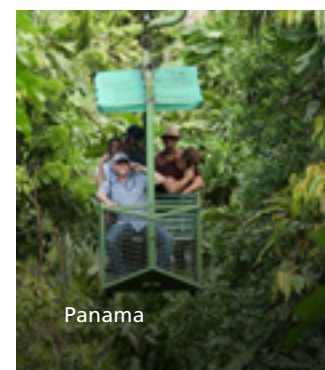
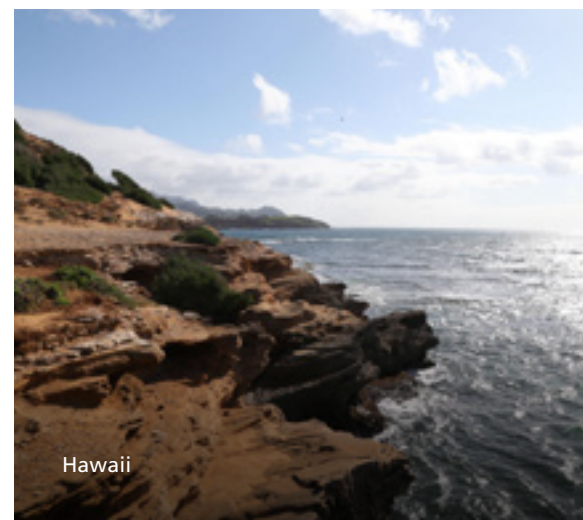
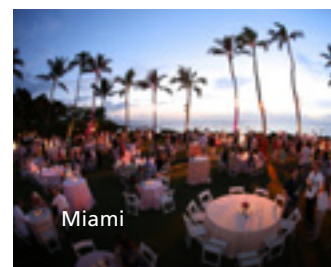
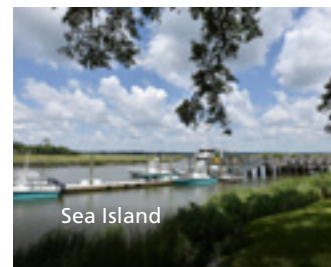
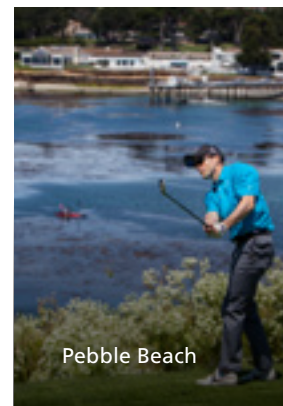
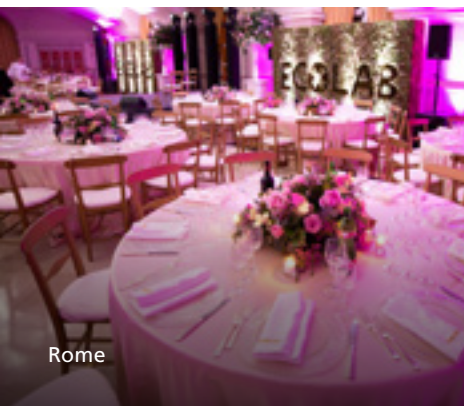
DESTINATIONS THAT DELIGHT	4	AWE-INSPIRING EXPERIENCES	12
UNWAVERING SAFETY & SECURITY	6	MEANINGFUL MOMENTS	14
ALL THE DETAILS, DONE RIGHT	8	FULL-CIRCLE SUCCESS	16
COMMUNICATIONS THAT WOW	10		

DESTINATIONS THAT DELIGHT

Unless you have global connections, strategically selecting the best destination and experiences for your people is a lot to ask. Not sure where to send your people? Or maybe you know where you're going but need help arranging the finer points? We'll help select, negotiate and arrange every last detail to transform your trip into one they'll never forget.

Where in the World?

Anywhere! Our strong, global partnerships will ensure the most exclusive destinations are available. And our destination selection recommendations take into consideration budget, safety forecast, market trends and the desired experience for your travelers.

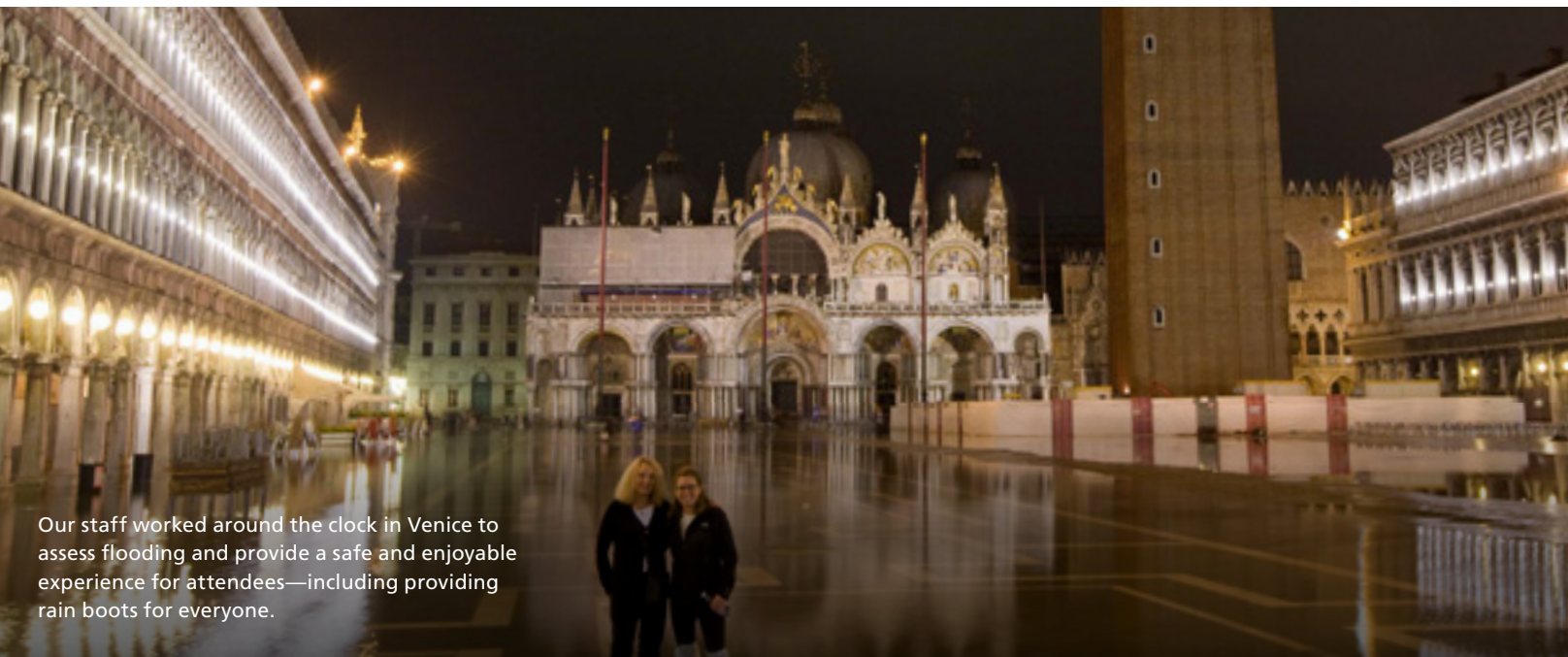


A New Experience Every Time

We know the trendy spots and the secret hideaways only locals know about. You'll get a special—and creative!—twist to your destination with each program.

UNWAVERING SAFETY & SECURITY

When people are trusting you with on-site safety and security needs, having experience and excellence by your side is a must. That's why we are committed to safeguarding your interests at home and abroad.



Our staff worked around the clock in Venice to assess flooding and provide a safe and enjoyable experience for attendees—including providing rain boots for everyone.



Our certified on-site staff are experts in crisis support & management.

Global Security & Risk Mitigation

- > Destination Safety Evaluation
- > Pre-Travel Destination Intelligence
- > On-Site Security
- > Individual Crisis Support & Management
- > Legal Consultation
- > On-Site Medical Staffing
- > Emergency Contact Notification

Safety & Privacy

- > Data Encryption
- > Network Security
- > Disposal of Confidential Data
- > Technology & Data Security Strategy
- > Third-Party Vendor Management

ALL THE DETAILS, DONE RIGHT

A flawlessly executed travel program leaves you feeling great about the experience you've given your attendees, and leaves them with the positive memories they'll tie back to your brand long after.

Complete Program Management

Starting with your needs, and not ending until next year's planning is complete, we cover it all.

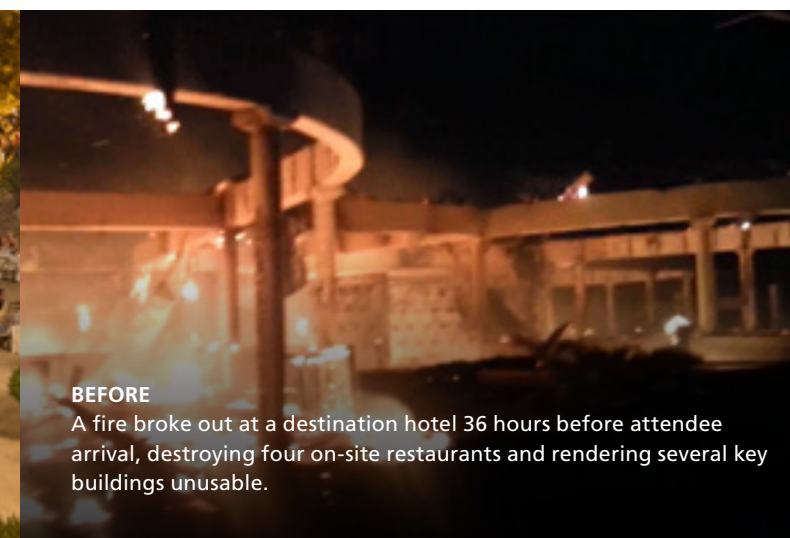
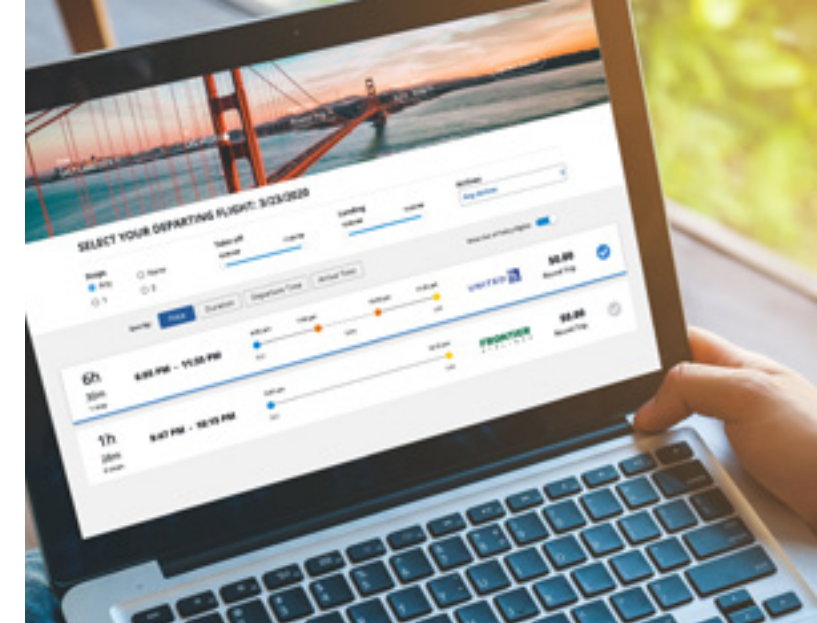
- > Attendee Management & Experience
- > Legal & Financial Contract Management
- > On-Site Management & Staffing
- > Attendee & Supplier Management
- > Registration Management
- > Creative Branding & On-Site Decor
- > Activities Management
- > Event Photography
- > ROI & Visualization
- > Food & Beverage
- > Hospitality

Air & Ground Transportation

ITA Group has preferred status with all major U.S. air carriers and their international partners, allowing access to special negotiated airfares, zone fares and additional carrier discounts.

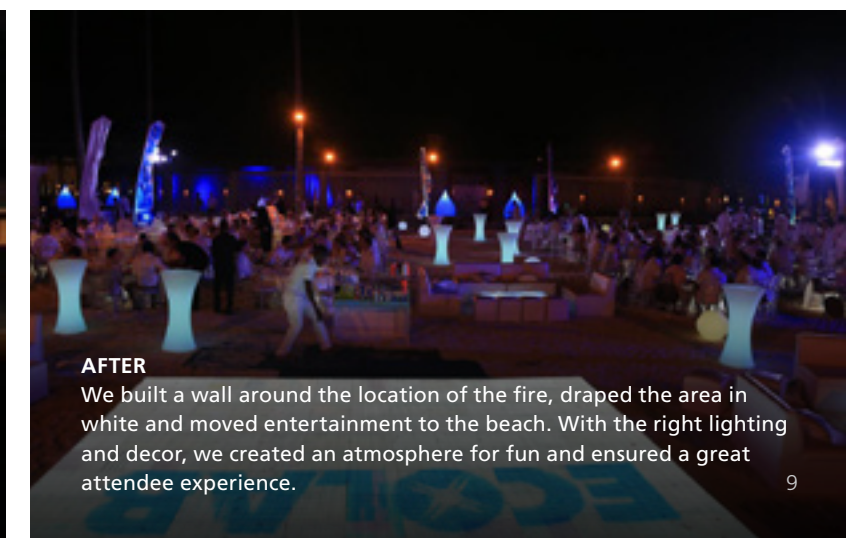
Need help getting from point A to point B? We'll get your people anywhere they need to go—by plane, train, automobile or any creative way imaginable.

Our concierge air travel will ensure participants have the best rates and options available. And we're the first in the industry to take this service online for participants who'd prefer to book their own travel.



BEFORE

A fire broke out at a destination hotel 36 hours before attendee arrival, destroying four on-site restaurants and rendering several key buildings unusable.

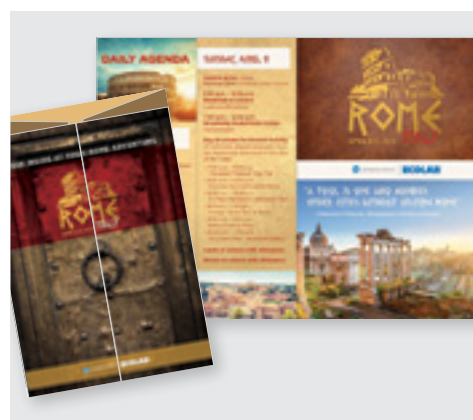
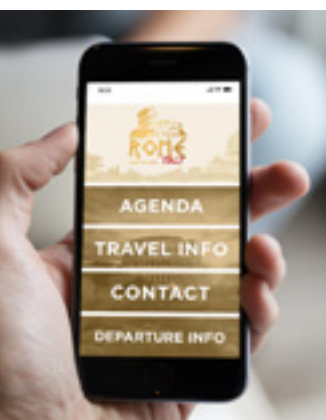


AFTER

We built a wall around the location of the fire, draped the area in white and moved entertainment to the beach. With the right lighting and decor, we created an atmosphere for fun and ensured a great attendee experience.

COMMUNICATIONS THAT WOW

Inform, excite and connect with your team before, during and after the program.
If your current program isn't showcasing inspiring theming, cutting-edge print and real-time digital options, your people are missing out on participating in some amazing opportunities—and your brand is missing out on creating lifetime connections.



Bold Ideas Brought to Life

Campaign Strategy

- > Content Strategy
- > Audience Segmentation
- > Creative Direction & Development
- > Production & Distribution

Brand Development

- > Voice
- > Tone
- > Visual Identity

Integrated Campaign Elements

- > Print
- > Dynamic Mailers & Brochures
- > On-Site Promotional & Wayfinding Signage
- > Environmental Displays
- > Branded Dimensionals

Digital

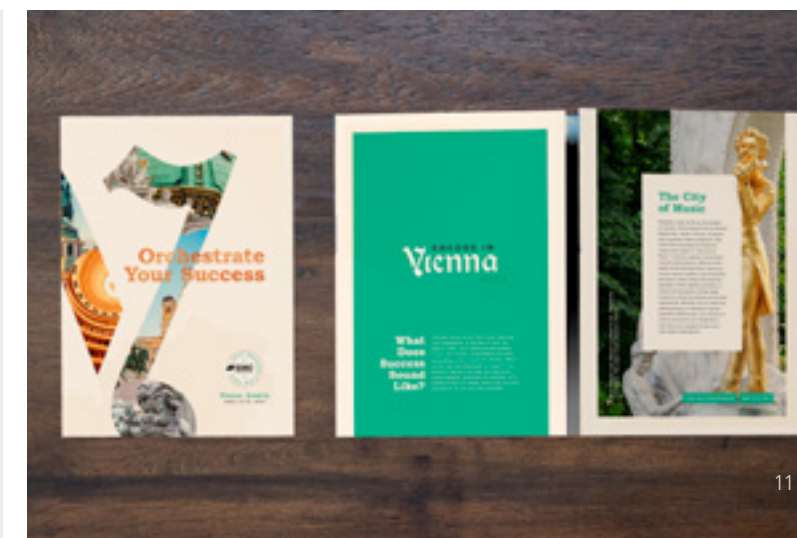
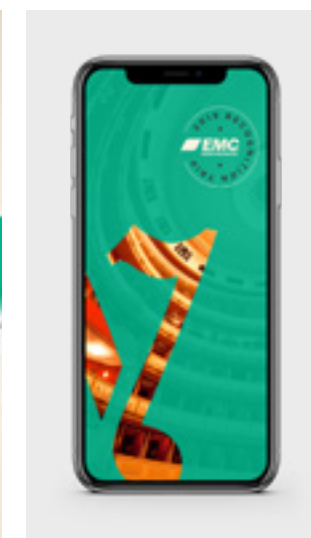
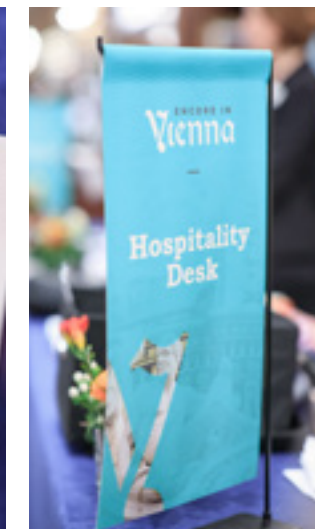
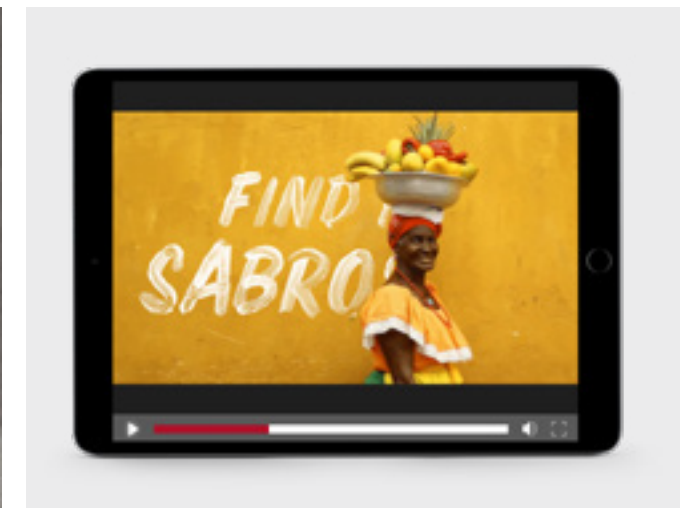
- > UX/UI Design
- > Web Design & Production
- > Social Media Strategy
- > Email Production & Delivery
- > Video Production



67

AWARDS FOR CREATIVE EXCELLENCE

(Recent MarCom Awards)



AWE-INSPIRING EXPERIENCES

You're creating experiences and atmospheres for your organization's top performers. Shouldn't every moment reflect all they've earned and done to be here? Whether it's arranging the jaw-dropping ambiance or providing the perfect special touches throughout their stay, we'll help completely transform the energy of their travel experience. Are you ready?

Your Vision Brought to Life

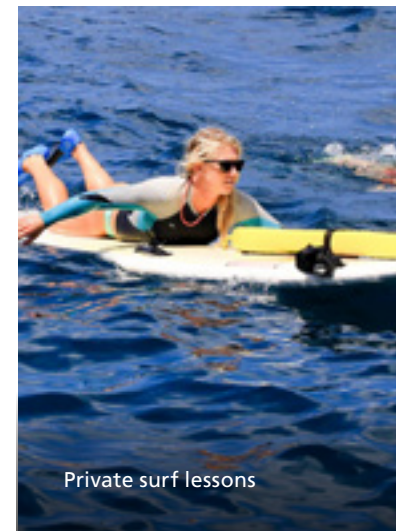
Turning already-incredible surroundings into larger-than-life experiences is what we do. And when it comes to the details, expect exceptional service for your attendees. Because caring for each person—at an individual level—is who we are.



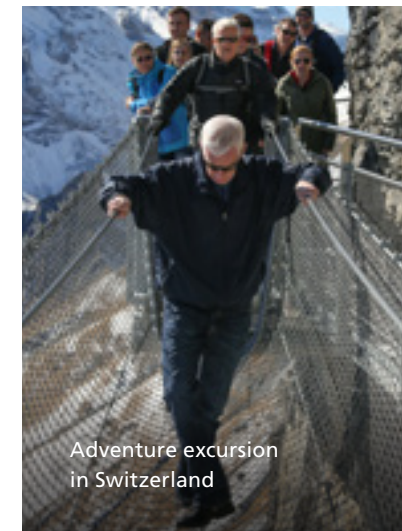
Private painting class



Destination-appropriate cooking class



Private surf lessons



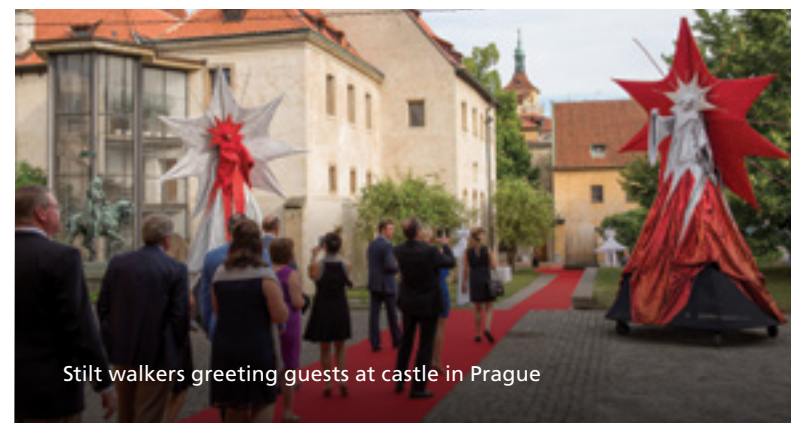
Adventure excursion in Switzerland



'20s-themed gala complete with vintage car service



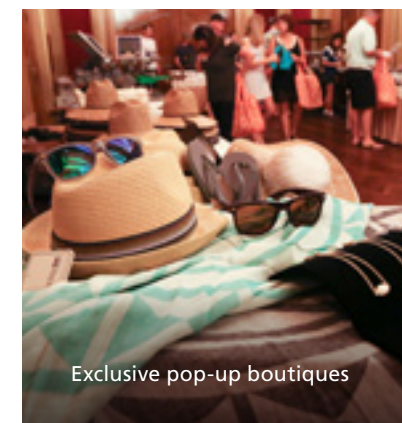
12 Beatles-themed evening in the heart of London



Stilt walkers greeting guests at castle in Prague



Local artwork



Exclusive pop-up boutiques



Custom-built ship in San Jose del Cabo



Awarding top performers with a destination-themed honor



Boot fitting with commemorative leather branding bar

MEANINGFUL MOMENTS

When the most exclusive destinations and customized experiences are out there for the taking, you'll want to make it happen. And if you can help your guests live out lifelong dreams, well, that's pretty special, too.



Cultural Immersion

Are your attendees eager to deeply experience and connect with the destination? Our local relationships and understanding of global cultures allow us to arrange special ways for your people to give back and soak up their surroundings.



First-Class Memories

Want to offer something a bit outside the box? Or maybe you're looking for access to that experience no one can arrange, but everyone is talking about. We've got you covered. Our global partnerships and around-the-world travel expertise enable us to secure experiences you can't get anywhere else. We'll help craft those once-in-a-lifetime moments your team could never imagine or do on their own.

Celebrity Encounters

Does your team need some selfie-perfect superfan moments during the program? Well, we take care of that, too. Private concerts, personal meet and greets, and cooking classes with famous chefs—we arrange the "I can't believe this is happening" moments guests treasure forever.



FULL-CIRCLE SUCCESS

Your program’s successes, challenges and results will guide us to make educated recommendations for the next year. In fact, we do our best work when we’re involved in program strategy and earning structures, understanding exactly what will motivate participants, which behaviors will make a difference and what will make participants’ efforts pay off.

Get Feedback & Assess

We create a customized measurement of success to review with you based on the metrics you need. We can assess app engagement and participation, attendee satisfaction, shifts in perception, and so much more.

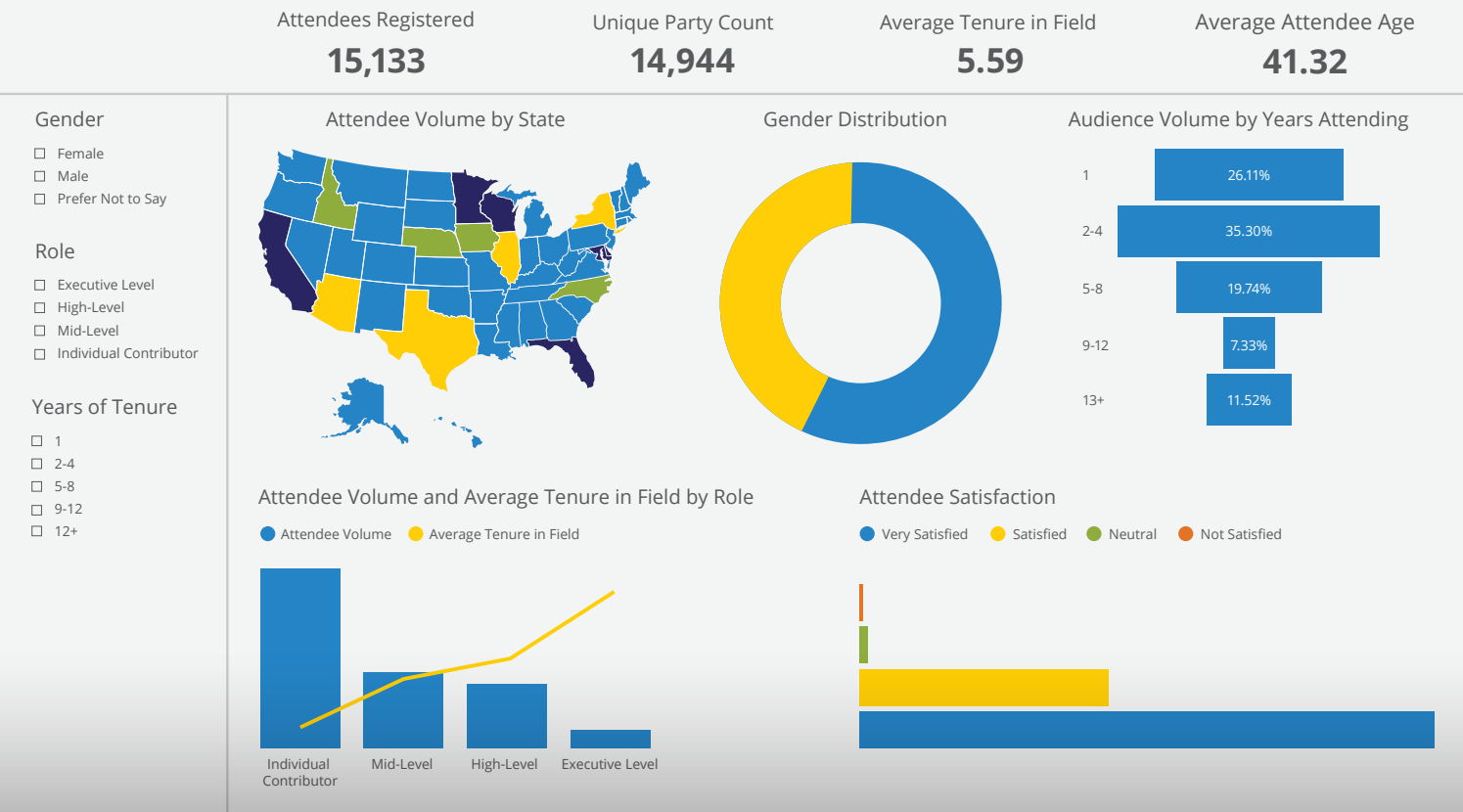
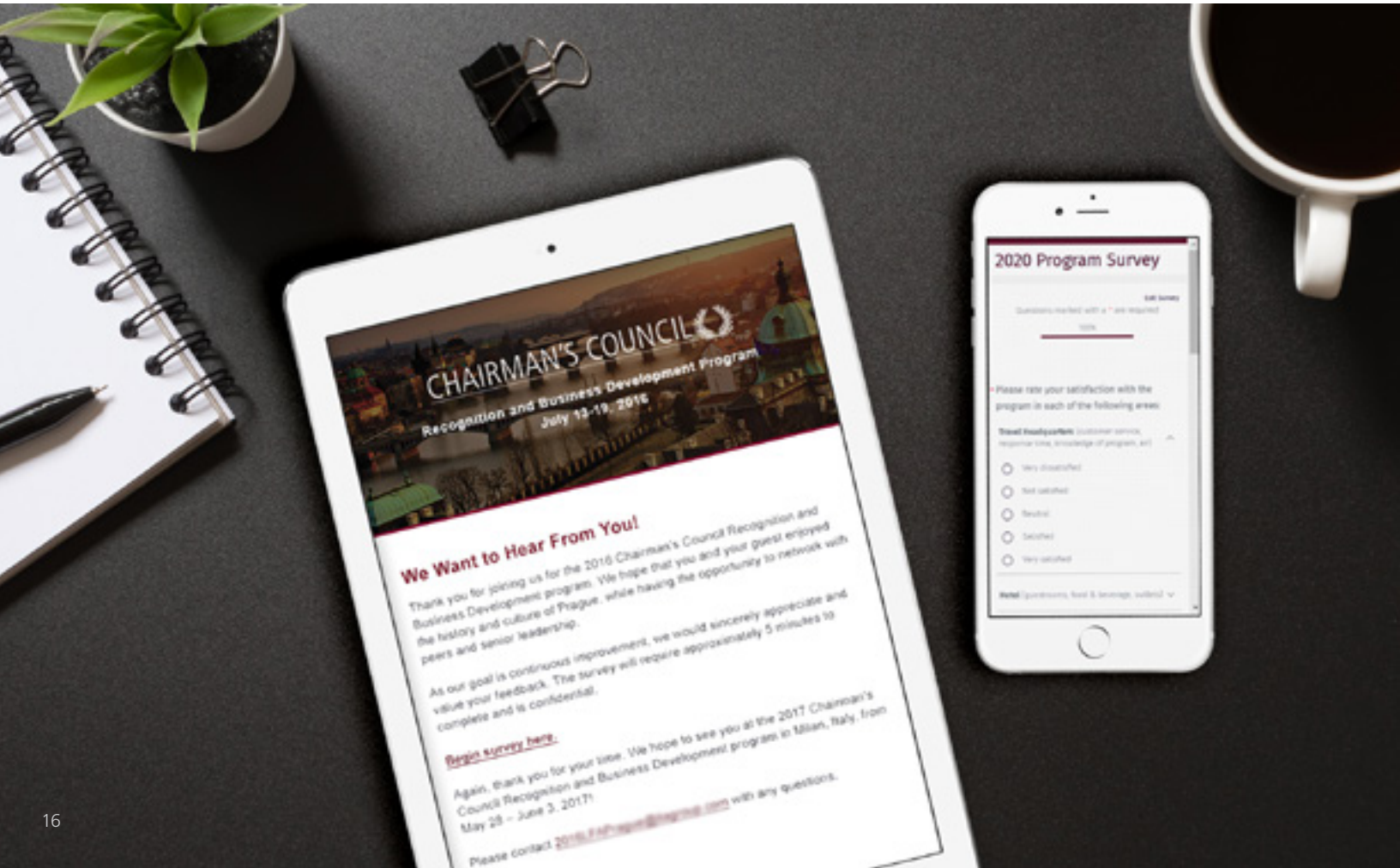
Plan for the Future

Program Design

- > Goal Setting & Performance Forecasting
- > Earning Structure Design
- > Attendee Experience Design & Consulting
- > Creative Branding & Message Development
- > Global Destination/Venue Sourcing & Contracting

Measurement Planning

- > Embedded Dashboards, Custom Lenses & Real-Time Tracking
- > Interactive Dashboards, Reporting & Custom KPI Views
- > Program Owner & Administrator Dashboards
- > Regional Manager or Field-Level Dashboards
- > Audience Engagement Dashboards

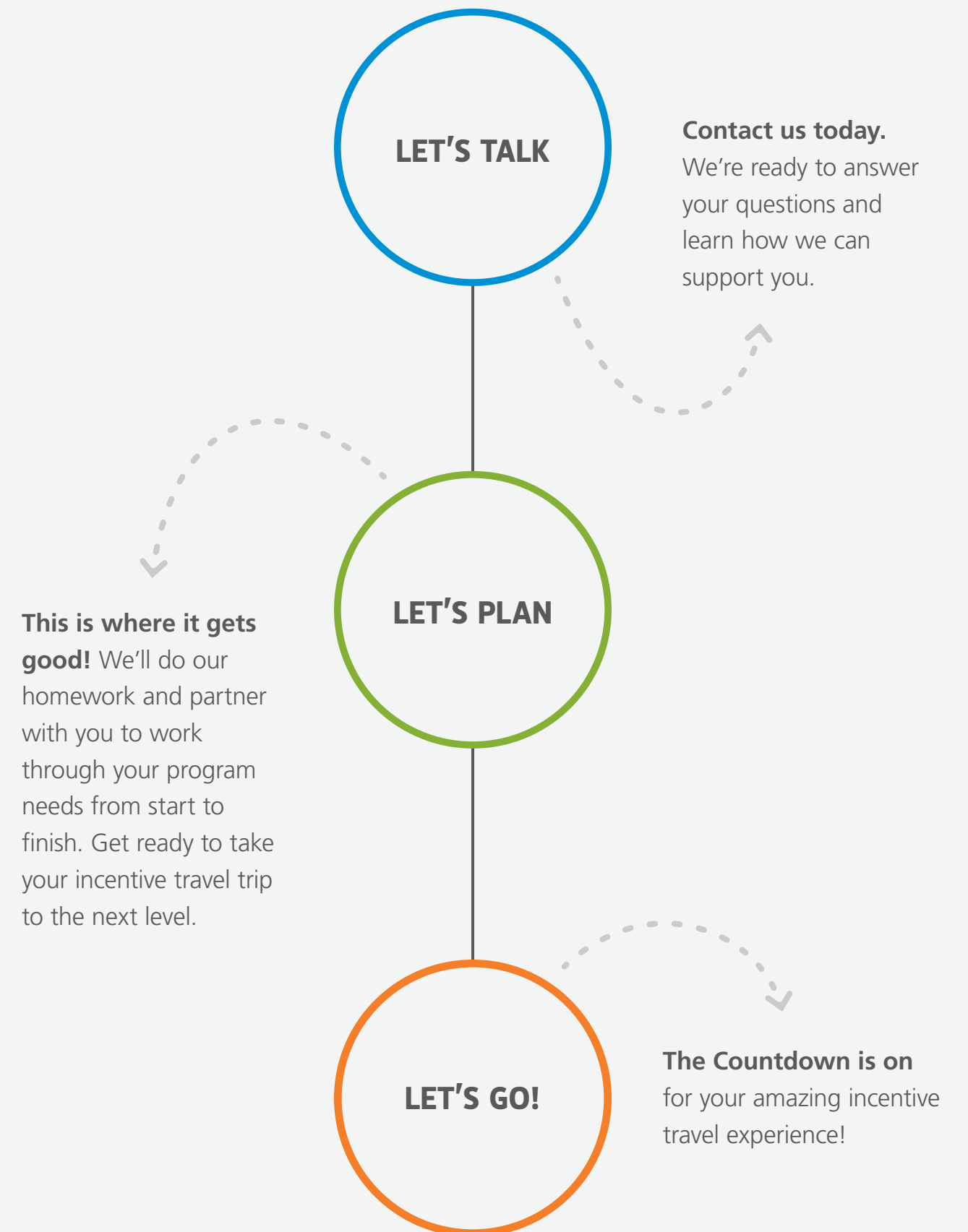


Our data visualization technology enables you to see a variety of metrics in a number of ways to get the perspective you need to make program-enhancing decisions.

At ITA Group, our innovative ideas and unparalleled solutions have captivated, motivated and amazed attendees across the globe.

See for yourself why ITA Group is the industry leader in incentive travel.

Work With Us



We'll help you make memories. Let's talk.
itagroup.com/contact-us

