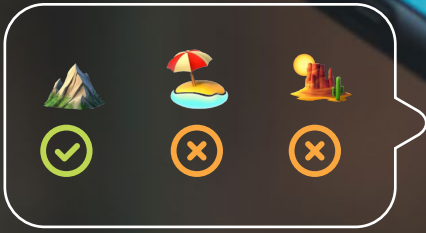




How to personalize incentive trips

With the right information, build loyalty and advocacy with a personalized travel experience top performers couldn't do on their own.



Personalization has become so much a part of our daily lives that it's now the rule, not the exception. A streaming service recommends the perfect new show to binge. Tailor-made clothing guaranteed to fit ordered from the comfort of your couch. We expect—you could even say, demand—brands to understand our wants and needs and customize their offerings to suit us. **Your top performers are no different.**

Ask the right questions early

There are an endless number of creative, unique experiences to impress your attendees—limited only by imagination and budget. But where do you begin? How do you know what's worth it and what isn't? This is where data comes in.

Attendee information helps deliver a curated, meaningful incentive trip experience that motivates them to perform. Getting the information can take sophisticated forms, but a simple approach is enough to give you the right results.

In this white paper, we'll share data collection methods and show how a simple method can inform personalized experiences for your incentive trips.



2 methods to collect data

If you understand what motivates your attendees, your incentive trip can continuously adapt each year and become even more effective and efficient. Plus, use it to help them emotionally connect with your brand.

Every interaction you have with your winners is a potential data point that can inform your next engagement with them and achieve your business outcomes.

1

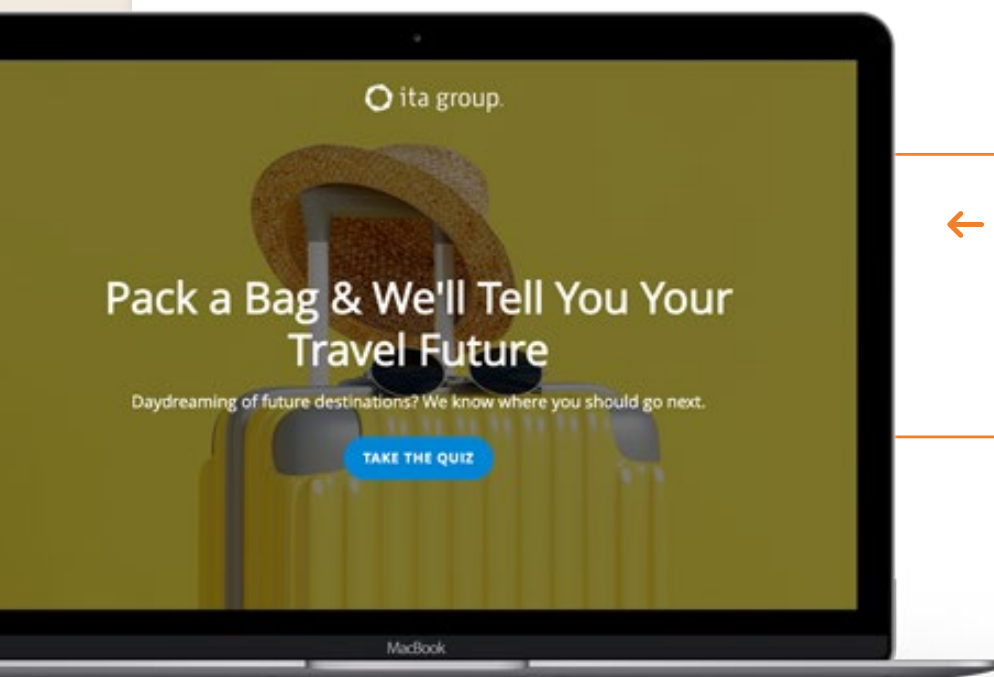
Direct and easy

As they register on your site, ask for a little more information. What's their favorite color, snack and drink? Do they have a preferred temperature for their hotel room to be set when they arrive? While the questions are small, if you act on their responses and provide personal touches, it has a big impact on their experiences.

2

Subtle and fun

This is the method we'll use as an example throughout. Quizzes are a fun, unobtrusive way to spark engaged pre-trip and collect valuable data. But they do require more planning to determine what experiences you'll customize and what information you'll need to collect to categorize attendees accordingly.



← **Try out the quiz for yourself and see how surveys can collect valuable information.**

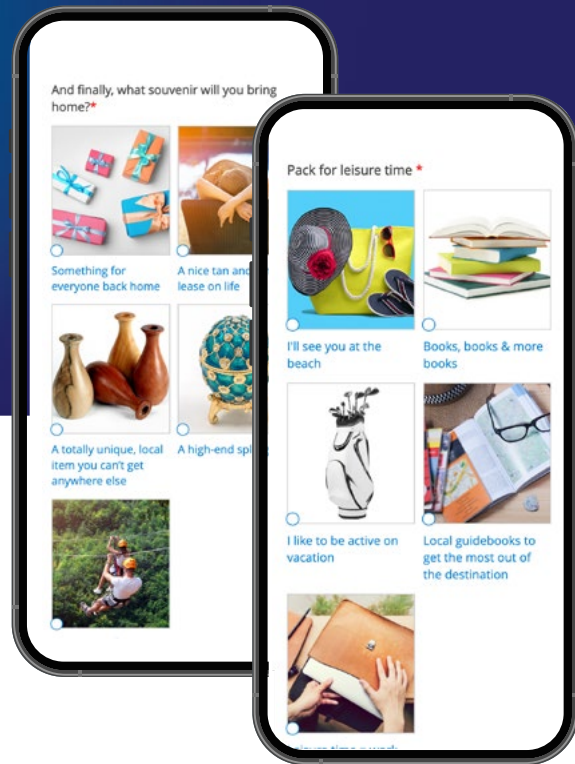
SUBTLE & FUN IN ACTION: Example incentive trip experience

Top performers find out they won an incentive trip, and a guest gets to come along, too. Included in the initial communications package is a short quiz that asks them to “Pack a Bag & We’ll Tell You Your Travel Future.”

The short and to-the-point questions are custom to your incentive trip theme, and cover topics such as luggage style, what they like to eat at the airport and what souvenir they’re likely to bring home.

The quiz only takes a few minutes and builds anticipation and excitement about the upcoming trip.

This survey is effective at collecting the right data to create personalized event experiences.



To get started, think about where you want to personalize the journey. A favorite snack on arrival, tailored activity choices or what kind of music to have for closing night. Each question should connect back to a point on the journey. Once you identify them, work backward to plant the appropriate questions in a low-risk manner. Think of questions that ask winners to share about themselves in a subtle way that doesn't make them feel like they're setting up a dating profile.

By completing the quiz, attendees provide you with valuable data, which you'll use to make the trip extra special for them and their guests.

Use quiz answers to create personas

The ultimate power of a quiz like this lies in how you use the data. Analyze where your winners fall into personas then create a strategic and personalized engagement journey.

Let's say you picked The Resort at Paws Up for your incentive trip. It's a stunning luxury destination in Big Sky Montana that offers many opportunities for different experiences, and you want winners to get the most out of their trip.

Based on their unique responses to the quiz, you **create three personas to inform everyone's pre-trip, on-site and post-trip experiences.**

For example, the Free-Wheeling Pathfinder prefers to work during their leisure time and will splurge on a high-end souvenir. The Zen Seeker grabs a protein bar at the airport and prefers to go home with more clarity after a relaxing time away. The Social Jetsetter likes a charcuterie plate at the airport and brings a souvenir home for everyone.

Example personas



The Free-Wheeling Pathfinder

I enjoy immersing myself in local culture and appreciate time to explore a destination on my own. I prefer less structure to a tight agenda and enjoy myself most when I have a choice in activities.



The Zen Seeker

I love nature and feeling inspired by my surroundings. Travel experiences are my chance to unwind, and I often seek opportunities to unplug and indulge in self-care.



The Social Jetsetter

I'm an experienced traveler who loves checking out the hottest destinations and indulging in trendy experiences. I enjoy the social scene and appreciate opportunities to get to know others.

Craft personalized attendee journeys

Once you identify personas, take the following steps.

- > Divide the journey into pre-trip, on-site and post-trip segments
- > Create personalized pre-trip communications to ensure winners stay engaged, informed and excited about the upcoming trip, including three teaser videos (one for each persona)
- > Choose the appropriate experiences to match each persona
- > Add on-site touches that make winners the center of attention

As shown on the following pages, each persona receives slightly different pre-trip communications, gifts and activities.

Example journeys by persona



The Free-Wheeling Pathfinder

"I want to know about the variety of options the property offers like activities and what I can explore on my own. I would appreciate a gift tailored to an on-site activity."

Ex: Hiking shorts or pants for a day of exploring



The Zen Seeker

"Tell me about the local environment and how the property cares for its natural habitat. I'd love a gift that supports my desire to unwind."

Ex: A cozy, organic hoodie or comfortable shoes



The Social Jetsetter

"I'd like to hear about the exclusive features of the property—butler service, high-end amenities and five-star dining. Surprise me with a high-quality item."

Ex: Clothing from an exclusive brand

Example journeys by persona (cont.)



**The Free-Wheeling
Pathfinder**



The Zen Seeker



The Social Jetsetter

PRE-TRAVEL COMMUNICATIONS

Highlight the relaxed atmosphere and the variety of activities available



Emphasize the rugged wilderness of the resort's 37K acres

Focus on the high-end service and luxurious accommodations

PRE-TRAVEL GIFTING

Patagonia® hiking shorts or pants

Patagonia® organic cotton hoody

Patagonia® air crew quick-drying fleece

ARRIVAL GIFTING

Local brews with information on brewery

Artisanal plate with information on local ingredients

Bottle of champagne



ON-SITE GIFTING



Custom-branded leather experience where attendees pick a gift meaningful to them like: cowboy hats, clutches, journals, leather-wrapped mason jars

ACTIVITIES

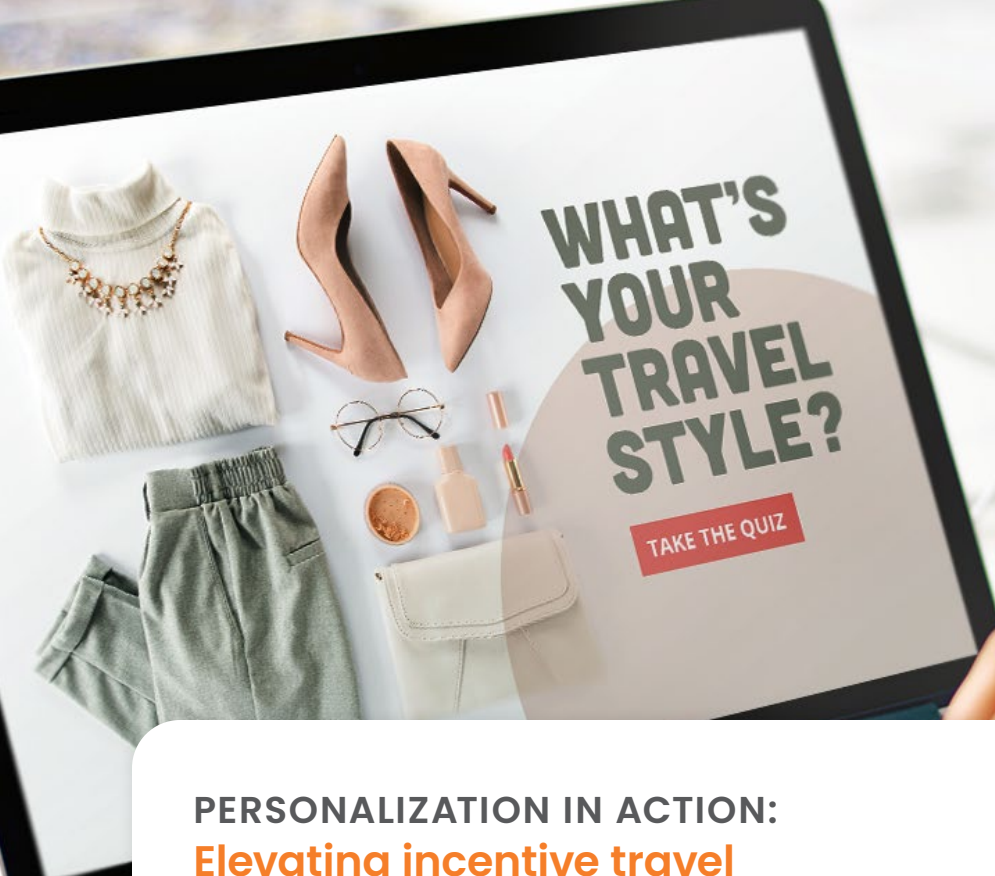
Lassoing or whip-cracking lessons and hiking

Yoga retreat, spa or a scenic float trip

Paws Up shooting club or cattle drive

POST-TRIP GIFTS

A personalized note from leadership along with a gift that ties back to the destination (portable grill, s'mores kit, etc.) shows how much leaders care about each person.



PERSONALIZATION IN ACTION: **Elevating incentive travel**

Our customer, an iconic beauty and skincare company, wanted to elevate their luxury recognition event and provide their national sales directors with an experience that delivered personalization and flexibility, and connected to their brand identity of empowering women.

We recommended a series of surveys and communications to give participants input into what their own personal event experience would be and to generate anticipation leading up to their travel. Participants could choose from five bucket-list destinations.

A teaser video and quiz—"What's Your Travel Style?"—got them excited about the possibilities and provided insight into the destination that would motivate them the most.

Based on their responses, a travel style profile was created for each attendee.

Every touchpoint was tailored to their travel style profile. For example, a woman who chose Hawaii as her destination received ongoing communications (postcard, registration site) featuring beach imagery. Quick quizzes gauged her preferences on piña colada vs. mai tai, salty vs. sweet, sun hat vs. sunglasses, and backpack vs. tote bag. Her answers to each quiz informed the contents of her pre-travel kit, on-site amenities, activities, gifts and more, creating a more personalized incentive trip experience.

Creatively using winner intel makes all the difference

While it may seem like quizzes are fun and silly, don't forget there is real power in using data creatively. When you understand what motivates your people, you can customize the incentive program over time to keep challenging them and inspiring growth.

This type of data collection and analysis is an outside-the-box way to interact with and get to know your top performers. The up-front effort leads to more loyalty and engagement, which is always worth it.



Want more ways to elevate your incentive program? [Download our incentive travel inspiration magazine](#) to see how experiential elements and moments create lasting memories.

Your top performers demand **personalized experiences**

Let's talk—itagroup.com



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