

## **The GRA Group**

### **Destination Options**

#### **Tier 1**

- 1) Cruise
  - a. Royal Caribbean
    - i. Excellent choice for first-time programs because of generous attrition policies
  - b. Celebrity
- 2) Cancun, Mexico
  - a. Secrets The Vine
  - b. Mayan Riviera (potentially more expensive)
  - c. Iberostar
- 3) Puerto Vallarta
  - a. Iberostar Playa Mita
- 4) Punta Cana
  - a. Hyatt Ziva / Zilara
    - i. Ziva allows families
    - ii. Zilara is adult-only
- 5) Montego Bay, Jamaica
  - a. Secrets Wild Orchid/St. James
  - b. Hyatt
  - c. Iberostar Grand
- 6) Puerto Rico
  - a. Lack of all-inclusive options can make it expensive
  - b. Good lift options
- 7) Nassau
  - a. Atlantis
  - b. Grand Hyatt Baha Mar

#### **TIER 2**

- 1) Grand Velas
  - a. Riviera Maya
  - b. Puerto Vallarta
  - c. Los Cabos
- 2) Hawaii
  - a. Maui (more lush)
    - i. Hyatt Regency (\$\$)
    - ii. Fairmont Orchid (\$\$\$\$)
    - iii. Marriott Wailea (\$\$\$)
  - b. Big Island (more volcanic)
    - i. Hilton Waikoloa
- 3) Costa Rica
  - a. Guanacaste – Pacific coast
    - i. Westin Golf Resort & Spa
- 4) Alaskan Cruise

### **TIER 3**

- 1) Western Europe
  - a. Lisbon, Portugal
  - b. Rome, Italy
  - c. Munich, Germany
  - d. Paris, France
  - e. London, England
- 2) Bermuda
  - a. Likely later in trip season due to latitude
- 3) Fiji
  - a. Shangri La
- 4) Tahiti
  - a. Intercontinental
- 5) Iceland

### **TIER 4**

- 1) Colombia
- 2) Thailand
- 3) Monaco
- 4) Brazil
- 5) Australia

### **Key drivers for choosing a destination:**

- 1) All-inclusive property
- 2) Lift (accessibility and cost)
  - a. Lift alone can determine budget
- 3) Adult-only or family-friendly property
- 4) Price / Budget
- 5) Customer experience

### **NOTES:**

- 1) TIER 1 is good for:
  - a. Customers new to incentive travel programs
  - b. Groups of smaller size
  - c. Clients with more constrained budgets
- 2) When proposing for an existing client, we should offer them 2 choices in the TIER they currently reside plus 1 choice from the next higher TIER