

The GRA Group
Destination Options

Tier I

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

TIER II

- Hawaii
 - Maui (more lush)
 - Hyatt Regency (\$\$)
 - Fairmont Orchid (\$\$\$\$)
 - Marriott Wailea (\$\$\$)
 - Big Island (more volcanic)
 - Hilton Waikoloa
- Grand Velas
 - Riviera Maya
 - Puerto Vallarta
 - Los Cabos
- Costa Rica
 - Guanacaste - Pacific coast
 - Westin Golf Resort & Spa
- Alaskan Cruise

TIER III

- Western Europe
 - Lisbon, Portugal
 - Rome, Italy
 - Munich, Germany
 - Paris, France
 - London, England
- Bermuda
 - Likely later in trip season due to latitude
- Fiji
 - Shangri La
- Tahiti
 - Intercontinental
- Iceland

TIER IV

- Colombia
- Thailand
- Monaco
- Brazil
- 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