



4 Steps

TO ELEVATING ATTENDEE EXPERIENCES
ON AN INCENTIVE TRIP

At **Brightspot Incentives & Events**, we know that incentive trips are about more than just flights, hotels, and dinners — they're about crafting once-in-a-lifetime moments that leave guests saying, *"I've never experienced anything like that!"*

So, how do you take your next incentive trip from predictable to unforgettable?



Step 1

LET THE DESTINATION GUIDE THE WAY

Before you finalize your itinerary, take a deep dive into what makes your destination unique. Push your destination partners to uncover those hidden gems and create a trip that's not just another getaway — it's a curated, culturally rich experience.

Step 2

CURATE LOCAL, UNIQUE EXPERIENCES

Think about small, local activities. Sometimes the best experiences are the ones no one sees coming. What's something your guests wouldn't expect from this destination? Whenever possible, choose experiences led by locals who can share personal anecdotes — guests are able to connect deeper to an experience when there is a meaningful story involved.



Step 3

PERSONALIZE INSTEAD OF CORPORATIZE TRIP GIFTS

Rethink your approach to gifting by taking inspiration from your destination, focusing on usefulness, and adding a layer of personalization to your gifts!



Step 4

BUILD IT INTO THE ENTIRE JOURNEY

The real magic happens when you weave these concepts throughout the whole trip, from the moment guests arrive to the time they head home. The focus should be on creating moments and experiences that matter.



Our team of incentive experts at Brightspot Incentives & Events is ready to help!

[GET STARTED!](#)