

The Rise of Personalized Travel Incentives in Employee Rewards

One size doesn't fit all. How individual travel experiences — and greater choice — are redefining modern incentive programs.



About the Client

Our client is a leading wholesale distributor of top brands of HVAC/R equipment, parts, and supplies.

The Challenge

Free Up Internal Resources

Our client was managing their customer incentive travel program internally, which required time, coordination, and ongoing attention. They saw the opportunity to streamline operations by partnering with a professional incentive company, allowing their team to stay focused on what they do best while still delivering a high-impact reward and recognition experience.

Create More Interest, Variety, and Flexibility

While Maui is a dream destination, offering it year after year as the sole option caused the program to lose its excitement. Many participants had already visited multiple times and were looking for fresh experiences. At the same time, rising costs made it harder to maintain the same level of quality without added complexity or trade-offs. Our client wanted to reinvigorate the program by expanding destination choices and introducing a range of price points, creating a more dynamic, personalized experience that kept participants motivated and excited to earn.

Encourage Timely Redemption

Another challenge was the unlimited holding of trip credits. Some participants held onto their credits for years, especially during the pandemic, creating a growing financial liability. In the previous program, all trips were valued at one credit, so even high earners could only redeem one trip at a time, which slowed redemption.

The Solution

We partnered with our client to reimagine their rewards program through **Creative Group's AMPWorks® platform**, creating a solution that was more flexible,

scalable, and participant-friendly, while also reducing internal client burden.

A Turnkey Platform Built for Simplicity and Scale

AMPWorks provides a seamless, easy-to-manage experience that removes the operational strain from our client's team. All reward packages, tiers, and redemption logic are handled within the platform, and the reporting output provides needed details quickly. It offers real-time visibility into options based on how many trip credits each participant has earned. What was a manual, resource-intensive process is now a streamlined, automated system that scales effortlessly: doubling participants doesn't double the work.

Tiered, Personalized, and Flexible Rewards

We introduced a three-tier travel offering that empowers participants to redeem one trip credit right away or save up for enhanced travel experiences with multiple credits. Higher-tier packages offer more exclusive destinations, longer stays, upgraded amenities, or additional activities. Participants can even "buy up" with personal funds to bring more guests or add nights. This structure not only gives participants more freedom, it also naturally encourages quicker redemption while minimizing outstanding liability. Of course, quicker redemption strengthens the emotional impact of the reward and reinforces its value.

Transferability and Customization

Within the AMPWorks platform, trip credits can be easily transferred. Many larger customers now use their earned credits to reward other employees. Additionally, trip credits can be gifted to friends or family. We also built in flexibility with the travel packages themselves. For example, when a request was made to include drive-to destinations in Washington and Oregon, we created a set of regional options that expanded choice without compromising quality.

Designed for Today's Travelers

The new model is especially appealing to younger participants who crave flexibility, personalization, and

authenticity in their travel experiences. Research shows that individual travel feels more relevant and empowering to them than traditional group travel.

Another key improvement: the previous program lacked any tech automation. The AMPWorks platform solved this by delivering a seamless, mobile-friendly experience where participants can access program details, available trips, and credit status anytime, anywhere.

The Outcome

The new, revamped incentive program has exceeded expectations across the board.

- Our client's internal team now runs a best-in-class program **without the day-to-day operational burden**. What was once a hands-on, resource-heavy system is now streamlined and scalable.
- With **multiple destinations and flexible tiers**, the program feels fresh and exciting. One client leader put it best:

“We have the best program in the industry. Our Territory Managers feel like they have a competitive advantage over other suppliers because of our rewards program.”

- **Participants love the flexibility**—whether they are small business owners taking a rare vacation or larger clients distributing trip credits among staff. Everyone wins.
- **Client service remains a priority**. When a transfer company failed to show up on time for an airport pickup, our team responded immediately, sending the trip winner a \$300 Visa gift card to more than cover the inconvenience, turning frustration into satisfaction.
- Trip options are **reviewed and refined** annually to ensure they remain attractive, high-quality, and viable

Bottom line: the new program is easier to manage, more appealing to participants, and more aligned with our client's long-term goals.