**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)
   1. 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:
   1. Customers new to incentive travel programs
   2. Groups of smaller size
   3. 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