**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