**The GRA Group**

**Destination Options**

Two columns in each tier to compress the page

**Tier 1**

**Bullet points (numbers are a distraction) and Roman numerals**

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

**TIER 2**

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

**TIER 3**

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

**TIER 4**

1. Colombia
2. Thailand
3. Monaco
4. Brazil
5. 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

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