

WHEN MOMENTS BECOME *MOMENTUM*

Incentive travel that
drives performance



INCENTIVE TRAVEL EARNERS FEEL A DIFFERENCE

Surrounded by beauty.
Immersed in culture.
Connected with colleagues.

ITA Group goes beyond bringing your top performers to dream travel destinations. We serve as strategic partners, problem-solvers and daymakers. Taking on logistics and taking care of your team.



TRIPS MADE FOR YOUR ATTENDEES

Expectations are evolving. As workforce demographics shift, incentive travel programs must reflect the priorities of new generations of earners—without leaving longtime leaders behind.

The perfect trip brings everyone together to share novel experiences they could never achieve on their own.

Customized itineraries matched to interests

Community partnerships that connect people and places

Imaginative evening events, produced by creative experts



OUR PHILOSOPHY: Empowering earners to choose their wellness activity

- > **Lounging** in a cabana by the beach or pool
- > **Meditating**, taking a yoga class or going on a nature walk
- > **Hands-on** immersion in a local activity like excursions to a palace, perfumery or museum
- > **Feeding** their sense of adventure like riding dune buggies and camels

ITA GROUP IS LIKE A CONCIERGE FOR YOUR ENTIRE PROGRAM



Expert advice, always ready for your call. Proactive planning and personalized service. Making sure each of our global clients feels like our top priority is how we do business.

Innovation, year after year

Strategically reimagining your incentive program sounds daunting. It's good you don't have to do it alone. Partnering with ITA Group provides everything your team wants.



Personalized engagement
with audience-specific
journey-mapping



Destination experts
with on-the-ground
knowledge create
curated itineraries



Budget optimization
from contract
negotiations and
investing where it counts



Communications
build excitement, keep
people informed and
collect feedback



Safety and security
stay top-of-mind with
up-to-date threat
analysis and monitoring



Details don't slip
through the cracks

120+
incentive
travel experts

WHERE CLIENTS FEEL OUR SUPPORT



Attention to detail, being prepared for the unexpected, pivoting in the moment as situation dictates, building rapport with program participants and meeting or beating budget each trip.

—MIKE SHEELEY, VICE PRESIDENT & CHIEF MARKETING OFFICER, UFG INSURANCE

FRIENDLY, PROFESSIONAL & BEST IN INCENTIVE TRAVEL

Our specialists know we have a reputation to uphold. Creative and kind. Knowledgeable and responsive. As an employee-owned company dedicated to living our values, how we do it matters.

Immersive brand experiences

We start with an event vision, then make a statement. Jaw-dropping environmental design, top-tier entertainment and an atmosphere that gets attendees interacting.

Imagine the expressions on attendees faces as they enter a space transformed to delight their senses and reflect the brand's commitment to recognition.



Strategic communications

Our award-winning creative team crafts campaigns that include theming, digital and print elements, pre-trip promotions that prepare, and post-event wrap-ups that capture the magic.

Event management

Event Managers work behind the scenes to deliver events that feel effortless. Full-time Travel Directors care for attendees' on-site needs so you can feel confident about the experience and relax.

Air management

Our online tool gives participants an experience to control their own booking.

Event gifting

We thoughtfully curate gifts and tie them to the attendee experience. This includes supporting local artisans to align with your brand values and creating hands-on gifting experiences.

Sponsorship

For brands looking to stretch budgets, we develop a sponsorship strategy for win-win trip upgrades.

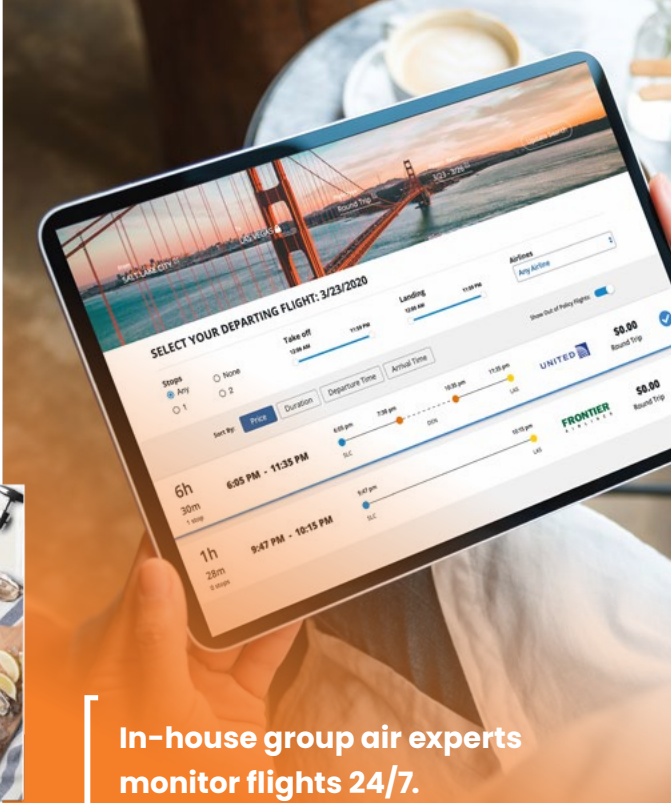
Event analytics

Our analytics team helps personalize experiences using data and ensures your event surveys deliver insights that lead to smarter decisions.

Meaningful messages connect the where with the why. We mix thoughtful tech and personal touches.



In-house group air experts monitor flights 24/7.



Collecting preferences as part of registration proves one size doesn't fit all.

OUR SECRET TO EXCEPTIONAL SERVICE

We've gotten used to clients asking, "What can't you do?!" Our secret is we don't do it alone. Collaboration is embedded in our culture.

Positive supplier relationships make doing more possible. Our partners are willing to go the extra mile, because we treat them as part of our team.

The proactive problem-solving we deliver

The exclusive access we unlock

The crowd-pleasing talent we book



TRUSTED (AND TOUTED!) BY LEADING BRANDS

The best incentive trips tell a story. ITA Group designed these programs to feel personal, meaningful and unmistakably aligned with the brand. All while minding the budget and staying ahead of risks.

conga

Maximizing moments in Morocco

Conga, a software provider, aligned its Aspire incentive trip to a cornerstone of its organizational culture: serving each other on a shared journey.

They wanted to look beyond luxurious accommodations and infuse the trip with meaningful, place-based experiences for the group of 131 attendees. Activities highlighted the multifaceted intrigue of a global trading hub. Explorations encouraged team building, volunteerism and recognition—giving the mostly remote team the opportunity to bond over shared memories.



ECOLAB

Celebrating growth in Greece

When global sustainability brand Ecolab sent earners to Athens, leaders wanted a trip to cultivate a sense of accomplishment.

From 5-star accommodations at Grande Bretagne Hotel to a recognition gala at the historic Zappeion Megaron, multisensory experiences reinforced themes of unity, sustainability and innovation. Tasting excursions, dance parties, motorbike rides and performances connected ancient traditions with modern luxury.



HOW CLIENTS ACHIEVE EXCELLENT ATTENDEE SATISFACTION

ITA Group rose to the occasion with remarkable flexibility and creativity. The result was a truly world-class program that not only celebrated achievement but also strengthened cultural connection and delivered measurable impact. With a **98.39% satisfaction rate from a discerning group of high-performing global leaders**, our partnership with ITA Group set a new standard for excellence in incentive travel.

—MARY YOUNG, SENIOR MANAGER OF EXPERIENTIAL MARKETING, ECOLAB



WORLD-CLASS INCENTIVE TRAVEL PROGRAMS

Unforgettable experiences aren't limited by borders. ITA Group operates on a global scale, with offices around the world and our trusted network of international partners. We deliver culturally resonant programs wherever your brand decides to land.



Whistler
CANADA



Lisbon
PORTUGAL



Buenos Aires
ARGENTINA



Singapore City
SINGAPORE

120+

countries where we've
operated programs

COUNTRIES WITH OFFICES

- > United States
- > United Kingdom
- > Netherlands
- > Australia

A LEADER IN INCENTIVE TRAVEL

Backed by decades of expertise and a reputation many consider the best in the industry, we're the partner clients love to work with and trust to make every moment meaningful.



1,100+

team members globally



60+

years in the industry



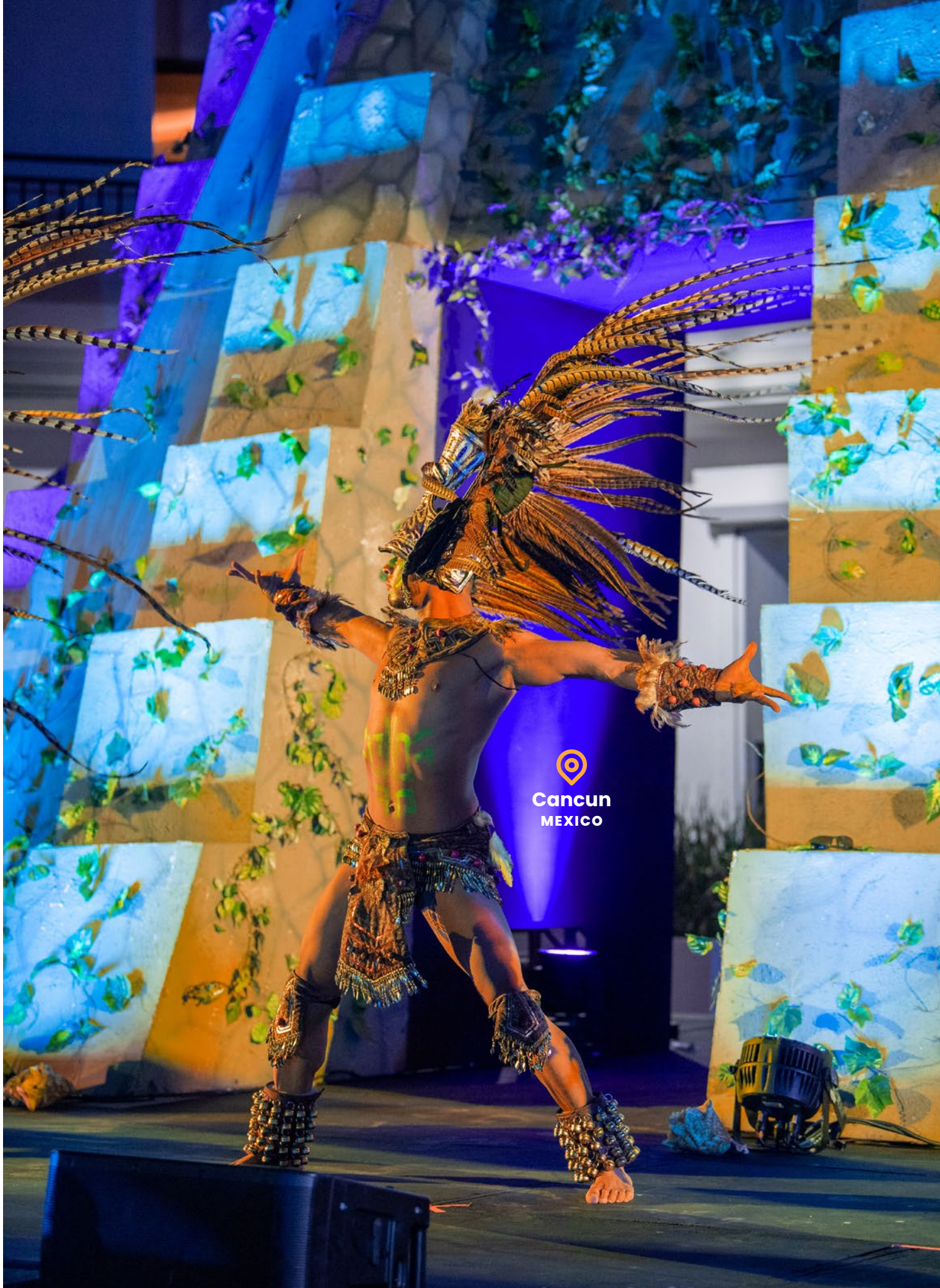
60+

clients with 10+
year tenure



119

incentive travel programs
operated in 2025



CONNECT WITH A
PREMIER INCENTIVE
TRAVEL AGENCY THAT
PUTS PEOPLE FIRST

LET'S TALK.

