

## THE ABSOLUTE TRUTH ABOUT TRAVEL INCENTIVE VOUCHERS!

Insight provided by Sunrise Premiums Owner, Steve Kessler, the Travel Incentive Industry Leader since 1999. Sunrise distributes close to a million travel vouchers annually and works with major corporations such as Pepsi, Canada Dry, Liberty Tax, Kars4Kids, and U-Save Car Rental, to name a few. Sunrise provides 100% legitimate travel vouchers that strictly follow all ethical distribution guidelines, which is why we have an A+ rating from the BBB making us the most trusted partner for your business. Unfortunately, there are companies in the travel incentive industry that are dishonest when asked to explain how they make their money, so Sunrise is here to set the record straight! Let Sunrise help you decide if travel vouchers are right for your business by reading our very informative Q & A below.

### What is a travel incentive company?

Your partner in rewarding vacation offers to your employees when they do a great job, or to a loyal customer that makes a purchase, renews a service contract or refers business. For pennies on the dollar, you can purchase travel vouchers, and the recipient can select a vacation of their choosing.

### How does a travel voucher work?

The recipient follows the redemption instructions located on the travel voucher. The travel incentive company works as a travel agent, booking hotel accommodations in accordance with the voucher terms, which also includes paying out of pocket for the hotel accommodations they book on their behalf.

### How do you offer travel vouchers at such a low cost?

A high percentage of travelers require certain enhancements to their vacation request, such as extending their stay, airfare, traveling with friends who also need hotel and/or travel accommodations, upgrading their standard room to a suite, or inside cabin to an ocean view with a balcony, or adding a rental car. We work directly with the traveler to meet their needs, making sure their vacation is exceptional. These additional enhancements are where we profit, allowing us to extend our travel vouchers to businesses at such a low cost. This is the key to the travel incentive industry.

### Do hotels give away their rooms for free to travel incentive companies?

One of the very creative stories you may have heard in this industry is that hotels give away free rooms to travel incentive companies, otherwise the room would sit empty. Hotels and cruise lines do not give away free rooms or cabins to travel incentive companies. The travel incentive company pays an agency rate directly to the hotel or cruise line.

### Are there special terms or requirements when booking a vacation?

There are conditions for travel vouchers, such as booking travel during a certain time of the week and/or season, advance notice, etc. Full terms and conditions can be found on every voucher making the entire process transparent, providing confidence to the distributing company and to the recipient that they've made the right choice. Voucher recipients will never be required to sit through a timeshare presentation or any other sales presentation as part of their vacation.

### Why should I use travel incentives for my business?

The benefits of offering incentive products are to cost-effectively increase response, participation, leads and sales. Sales Campaigns can benefit greatly from adding a reward with a high-perceived value at a very low cost. Studies also show that Employee Incentive Programs are beneficial in reducing turnover, boosting morale and loyalty, and increasing overall employee performance. And, Consumer Incentive Programs that increase a company's customer retention rate by as little as 5% can increase long term ROI by 25% - 125%! To learn more about how travel vouchers can help your company please watch our educational video.

**Still questioning if travel incentives are right for your business? Let's talk! Contact Us and we'll answer all of your questions honestly, as well as show you how we became the leader in the travel incentive industry!**



Sincerely,

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