



A New Era of Incentive Travel

Creating unforgettable
experiences
with measurable ROI





A primary objective for corporate incentive travel users is to create an experience that participants cannot duplicate on their own. (Photo: GoGather)

A New Era of Incentive Travel

Creating unforgettable experiences with measurable ROI

BY PAUL NOLAN

Steven Huber, president of a Southern California-based in-home care provider, rewards top performers at his company — both in sales and non-sales positions — with multi-day resort experiences.

“When properly executed, incentive travel programs and offsite meetings are a great way to increase employee engagement and retention,” said Huber, president of Home Care Providers.

Lindsay Grosz, president of [Lindsay Grosz Events](#), said a client of hers in real estate development regularly brings key business partners together at two- and three-day events.

“It’s a way for him to ingratiate himself with all the different parties involved in real estate development,” Grosz said. “With the understanding that a lot of business occurs at the resort bar, these events are also a way for participants to drum up business for themselves.”

It’s Not Just for Sales Reps Anymore

Bringing top performers and business partners together to celebrate successes and cement relationships has been done for as long as there have been resorts to convene at. Incentive travel professionals say these programs continue to primarily be targeted to sales personnel, in part because the qualification metrics can be straightforward and the ROI is easier to measure.

However, increased awareness of the importance of employee retention across all roles (including the high cost of onboarding new employees) has resulted in some expansion of incentive travel program design to include non-sales employees. [The Incentive Travel Index](#), an annual report produced by the Incentive Research Federation (IRF) and the Society for Incentive Travel Excellence (SITE) reports “senior leadership want incentive travel to do more, meaning that both soft-power and hard-power themes are being emphasized.”

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More than 2,800 incentive industry professionals plus corporate end users were surveyed for the 2024 Incentive Travel Index.

Richelle Suver, chief revenue officer of [One10](#), a provider of incentive and recognition programs, said the large corporate incentive users that her company serves continue to use incentive travel primarily for sales programs and recognize non-sales workers with a points platform that One10 provides. Points can be accumulated and exchanged for merchandise, event tickets, travel and other rewards.

EXECUTIVE ESCAPE



Pérez Art Museum
Miami
<https://www.pamm.org/en/event-spaces/>

What could be more inspiring than bringing your leaders together to strategize in meeting space that also houses a collection of nearly 3,000 works of modern and contemporary art. Private rentals are available in the morning or evening, with afternoon opportunities on the museum’s private third floor. The museum’s most sought-after event space boasts sweeping views of Miami’s Biscayne Bay. The museum’s building, designed by award-winning Herzog & de Meuron, is itself a work of art, featuring hanging gardens and outdoor installations.

Large groups can rent the entirety of the event space, but smaller groups can be accommodated with outdoor or indoor terraces or an auditorium with stadium seating. Packages can include gallery access for your group to experience the exhibits – a collection inspired by Miami’s cultural diversity and its location at the crossroads of the Americas.

Where to Go In a Big, Complex World?

Selecting a destination for an incentive travel program is trickier than ever. What will entice program participants most effectively? Is it safe? Are there geopolitical issues to consider?

A 2024 “[Destination InSites](#)” report from the Society for Incentive Travel Excellence reports the top three factors for selecting a destination, in order, are destination appeal, infrastructure, and safety, health and security.

Interestingly, safety, health and security, which placed sixth or lower in similar surveys prior to the COVID pandemic and an increase in geopolitical incidents, now places solidly in the top three factors for destination choice.

Of course, price – getting the biggest bang for the travel buck – remains a top factor. The SITE report states that budget is behind increased use of all-inclusive resorts. And in the U.S. and Europe, companies are keeping incentive travel groups closer to home to save on costs.



DESTINATION SELECTION CRITERIA RANKINGS, IT&ME SURVEY (SITE), MARCH 2024

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Better ROI Measurement

Incentive travel remains the most expensive form of non-cash recognition a company can implement. The IRF estimates U.S. businesses spend \$22.5 billion annually on incentive travel programs.

The Incentive Travel Index puts average spend per program participant at \$4,900. More than one-quarter of respondents to the Index survey reported spending between \$3,000 and \$5,000 per participant. The trend with these programs is increased spending. Companies feeling pressure to truly wow their reward recipients have spent \$25,000 or more per participant. Boutique hotels, extravagant soirees, live performances by well-known musicians and once-in-a-lifetime experiences such as Canne Film Festival yacht parties are characteristic of top line corporate events.

“Typically, the people who win these trips are fairly accomplished and high net worth individuals who can purchase nice trips for themselves. If an incentive trip is not unique and

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360 Chicago

Chicago

<https://360chicago.com/>

Soaring 1,000 feet over Chicago's legendary Michigan Avenue, 360 Chicago is one of the city's most unique attractions. Located at 875 N. Michigan Ave. on the 94th floor of the John Hancock Center, 360 CHICAGO (formerly John Hancock Observatory) offers breathtaking views of Chicago's lakefront, magnificent skyline and four neighboring states through floor-to-ceiling windows.

Four flexible event spaces (accommodates groups of 10 to 550), all with stunning views that Travel + Leisure Magazine voted among the best in the U.S., can be accessed from street level in 45 seconds in North America's fastest elevators. Your attendees can enjoy TILT, a one-of-a-kind thrill ride that tilts guests out and over the city.

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1923 Prohibition Bar

Las Vegas

<https://www.1923lv.com/>

If your executive team is headed to Las Vegas for a conference, why not bring them in a day early for planning and bonding in either speakeasy located at Mandalay Bay or the Venetian resorts. Look for the entrances behind a hidden bookshelf at Mandalay Bay or a hidden door behind a portrait at Venetian.

Transport back in time to take care of business in a private, quiet setting, then celebrate with handcrafted cocktails, New Orleans-style live music and burlesque in a cozy, dimly lit ambiance. Make it more authentic by creating a password that's necessary to gain entry.

Knowledgeable bartenders serve up classic cocktails like chocolate martinis or killer old fashioned, or choose from a large selection of house specialties such as a Tommy Gun Basil Spritz or Maple Bacon (bourbon, maple syrup and bitters served with a seasoned bacon rim garnish).

special, it's just a vacation," said Suver. Companies like One10, she added, can create elements of a travel experience that individuals can't replicate on their own.

Of course, if that sort of money is being spent on rewards, corporate executives are meticulous about verifying a return on their investment. Or are they?

Alexis Berlin, co-founder and chief growth officer of [Awestruck Incentives](#), says too many users of corporate incentive travel are shockingly lax about measuring the ROI of their programs. A Harvard graduate and former business analyst at McKinsey, Berlin said when she was on the other side of conversations about business travel spend, the focus was entirely on cost conservation.

"It was always, 'Are we within budget?' 'Can we reduce the budget and get the same results?' 'If we're struggling, where can we cut event travel?' It was never discussed as a lever for growth."

A press release from Awestruck Incentives, posted when the company launched earlier this year, states that Awestruck is

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introducing proprietary planning and measurement services that “blend elite strategy consulting experience with award-winning travel execution to transform corporate retreat and incentive event travel into a strategic, measurable growth asset.”

“Travel has become transactional at the very moment at which it needs to be transformational,” Berlin states in the press release. “During my time at McKinsey, I saw this firsthand. In billion-dollar transformations, travel was only ever mentioned as a line item to cut. We need a full paradigm shift: from event travel as a cost center to event travel as a growth lever.”

Her opinion that incentive travel programs have largely been carried out with little or no proof the programs themselves have led to increased sales will likely ruffle longtime developers of these programs as well as corporate users of incentive travel (not to mention research organizations like SITE and the IRF). Nonetheless, Berlin says she was aghast when she read an article recently in which leading event travel companies

claimed the strategic outcomes of event travel cannot be measured.

“There is no other area of business where a good strategic partner would go to them and say, ‘Spend \$1 million, but I can’t tell you how that’s moving the needle on your strategic goals.’ Nobody is bringing the kind of rigor to it that helps substantiate the claim to CFOs in a challenging macroeconomic environment that these trips do drive sales, they do drive retention, and they do reduce turnover,” Berlin said.

A More Mindful Approach

Berlin said too many companies run the same incentive travel campaign year after year with minor tweaks based on

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1039

Twin Palms (The Sinatra House)

Palm Springs, CA

<https://sinatrahouse.com/rentals/>

Twin Palms, Sinatra’s desert retreat, is an intimate and historical space that wreaks of leadership and luxury. The four-bedroom, seven-bath house sleeps up to eight guests. It features exquisite mid-century modern furnishings and Sinatra’s famous piano-shaped swimming pool.

The estate is wired with the latest technology, including wireless internet and iPod connectivity to the property-wide sound system. Memorabilia can be seen throughout the home in this architectural estate designed by E. Stewart Williams. Sinatra House lends itself to an ideal indoor/outdoor integration. The spacious interior and expansive landscaped grounds around the estate, along with spectacular mountain views, offer a perfect setting for leadership teams to build on their success.

5 Tips for Better Offsites

Effective incentive travel experiences combine intentionality of purpose and flexibility, said Katy Moser Stuck, director of marketing and business development at [GoGather](#), which helps companies create group travel events and offsite meetings. Here are some tenets of program planning that her company follows.

- 1 Avoid “set-it-and-forget-it” structures.** The traditional formula – resort stay plus gala dinner – isn’t delivering anymore. The most effective programs go beyond “vacation mode” to reinforce connection and business goals.
- 2 Flexibility wins.** Attendees span multiple generations, so one size doesn’t fit all. The best programs offer portfolios of active, relaxed and cultural options that let everyone find their place.
- 3 Immerse in the place.** Attendees want authentic experiences that make the trip memorable. It’s about giving people something they couldn’t do anywhere else.
- 4 Personalization matters.** Small touches like personalized greetings, recognizing milestones or locally inspired room gifts are important.
- 5 Group over individual.** While solo travel has its appeal, companies are rediscovering the ROI of group programs. Bringing people together fosters executive access, peer connections and idea sharing, which are outcomes you simply can’t replicate with individual rewards.

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participant feedback. The focus is on getting the participants to the destination affordably and getting the most bang for the buck while on site.

“We don’t come in and help you set enterprise strategy. Your business is your business. What we will help do, with our decades of expertise, is help you understand which of your goals is actually well-served by event travel,” she said.

She provided the hypothetical of a company that has grown through acquisitions and has increased the number of middle managers it employs. Such a company may continue to run a classic President’s Club incentive program for top sellers, yet may be struggling with middle managers who feel disconnected from executives and passed over for promotions.

In such a case, Berlin said, a more strategic spend of at least a portion of the company’s event travel dollars may be a retreat for 50 to 60 middle managers in which they spend quality time with executives, are sounded out for ideas, and reassured their roles are critical to the company’s success.

“We don’t think we can be a good travel partner unless we have the same understanding—the same laser focus—on your strategic goals that every single one of your executives has,” she said.

Beyond Boosting Sales

As Suver and others stated, incentive travel programs continue to predominantly focus on motivating salespeople to hit—or preferably exceed—quotas. However, according to the Incentive Travel Index, the strategic importance of incentive travel is being bolstered by other key workplace objectives, including retaining employees and gaining competitive advantages in hiring.

55% of senior managers surveyed feel incentive travel is an essential component of their compensation strategy, according to the Index report. Interestingly, 41% of senior managers agree that many rewards today are perceived as “deserved,” and thus they lack the motivation and culture building power that incentive travel still delivers.

Michael Benoit, founder of California Contractor Bond & Insurance Services, told SMM his company sponsors incentive travel programs for both sales and non-sales employees. He recently treated 18 underwriters and their companions to a three-day trip to Lake Tahoe, where they hiked together, enjoyed a lake cruise and held structured sessions in the evenings that included an awards ceremony and professional development workshops.

“In our industry, incentive travel has been more effective when not restricted to sales teams. Underwriters and administrative staff often go unrecognized, but their performance affects client satisfaction directly,” Benoit said.

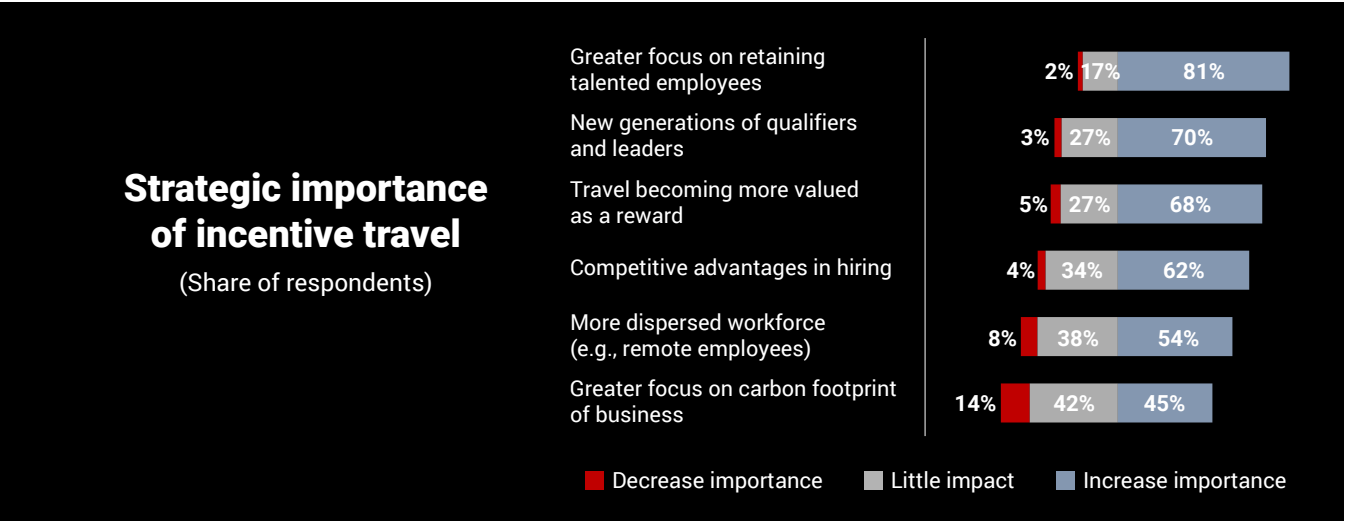
As for ROI, Benoit credits the trip in large part for a 22% reduction in turnover the following year, saving more than \$7,500 per avoided replacement hire. “That type of measurable return makes the expense [\$25,000] defensible to leadership,” he said. “In addition to the reduced turnover, we tracked a 15% improvement in response time to clients, and a decrease in processing errors in the few months afterward. Both of these measures tie back to increased customer satisfaction”

Structure Minus the Rigidity

Planning an effective incentive travel experience requires a combination of intentionality of purpose and flexibility, said Katy Moser Stuck, director of marketing and business development at GoGather, which helps companies create group travel events and offsite meetings.

Stuck said building C-suite interaction into an incentive travel experience is a key component of almost every event they plan. Attendees see real value in having concentrated time with a company’s leaders. It’s a good idea to coach those leaders ahead of time on what participants want out of those encounters. Top revenue producers want to feel heard and want to feel appreciated, Stuck said.

The best incentive travel events find a delicate balance between team celebrations and enough breathing room to allow participants to enjoy time on activities of their choosing.



INCENTIVE TRAVEL INDEX, OCTOBER 2024

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“When your entire team has a history of going through something, they come back with a unified story that strengthens a sense of belonging,” Anthony Bowers, founder of LMI Waiver, an Australian company that helps clients secure home loans, told SMM in responding to a query to incentive travel users.

“That memory is usually used as a point of reference when making difficult projects and choices. That feeling of correspondence and trust is the true payback on the investment.” **SMM**

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Windrose on Hudson Learning Center

Ossining, NY

<https://www.windroseonhudson.com/>

This legendary property is nestled just 45 minutes from New York City in rolling hills near the Hudson River. Its original owner, entrepreneur and scholar Harry Arthur Hopf, sold Windrose Farms in 1956 to General Electric, which opened the first Crotonville Conference Center. The retreat was where GE trained top executives and cultivated its corporate culture.

Crotonville became a renowned center for leadership development, with its cutting-edge classrooms, collaborative spaces and the famed “pit” auditorium where careers were shaped under the guidance of GE’s top leadership.

In 2024, the property was reimaged to become the Windrose on Hudson resort. Croton Partners, which continues to specialize in training senior leadership teams that are in transition, has partnered with Benchmark Resorts & Hotels to create an ideal environment for executive leadership development. Meeting planners at Windrose on Hudson have preferred access to a range of Croton Partners



executives – many of whom are alumni from the former Crotonville Conference Center – to develop high-impact programming in areas such as leadership development and talent management.

The property features 10 miles of scenic hiking and biking trails, 52,000 square feet of dedicated meeting space, plus more than 60 acres of outdoor gathering spaces. There are 248 guest rooms. Recreation amenities include a state-of-the-art, tri-level fitness center, a racquetball court, basketball and volleyball courts, bicycles and three fire pits perfect for evening relaxation.

Personalization, Relationship-Building Top Event Trends List

Victoria Akinsowon, content marketing manager at Cvent, which provides software for event planners, identified “[9 Event Trends Shaping 2025](#).” Here are some highlights.

Personalize at scale – “With a plethora of potential events to attend, attendees will prioritize tailored experiences that enhance the overall event experience,” Akinsowon states. Examples: AI-driven networking matchmaking, session recommendations and event summaries based on the presentations attended or activities they participated in.

Maximizing data analysis – Data is invaluable until you find yourself drowning in too much of it. Identify the event metrics that directly align with your key objectives and use the proper technology to capture it.

ROR – return on relationships – Speaking of metrics, the quality and strength of the relationships you build with attendees is one key metric to drive satisfaction, loyalty and, ultimately, ROI. Engagement scoring tools are a great way to assess how well your event nurtures and builds relationships. Assign points for each

potential interaction an attendee can take based on interactions with your events.

Unique venues enhance the overall experience – Nearly half (49%) of North American planners and 45% of European planners are turning to unique venues for their events. This includes museums, art galleries and cruise ships.

The “Executive Escape” profiles in this report are examples of how a “location, location, location” mindset can add an inimitable quality to your next group gathering.

Who's Buying and How They're Spending

You don't see a lot of nonprofits sponsoring incentive travel programs.

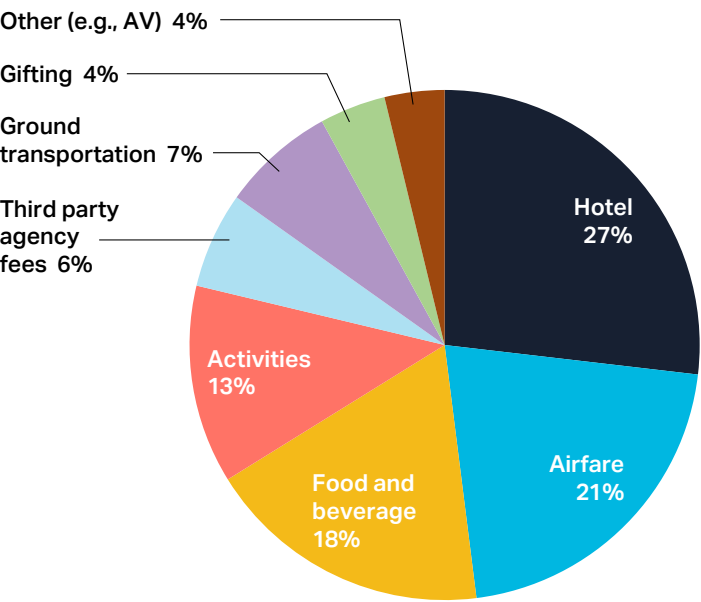
It takes money to make money. Although incentive travel programs today commonly feature expanded objectives of team building and retention, they continue to predominantly be used to motivate sales reps and channel partners to hit their numbers.

The Incentive Travel Index chart of top industries using incentive travel features the biggest moneymakers in terms of profits — finance and insurance, technology, pharmaceuticals and automotive sales.

The majority of incentive travel budgets go toward hotel, travel and food — cumulatively accounting for 66% of total spend.

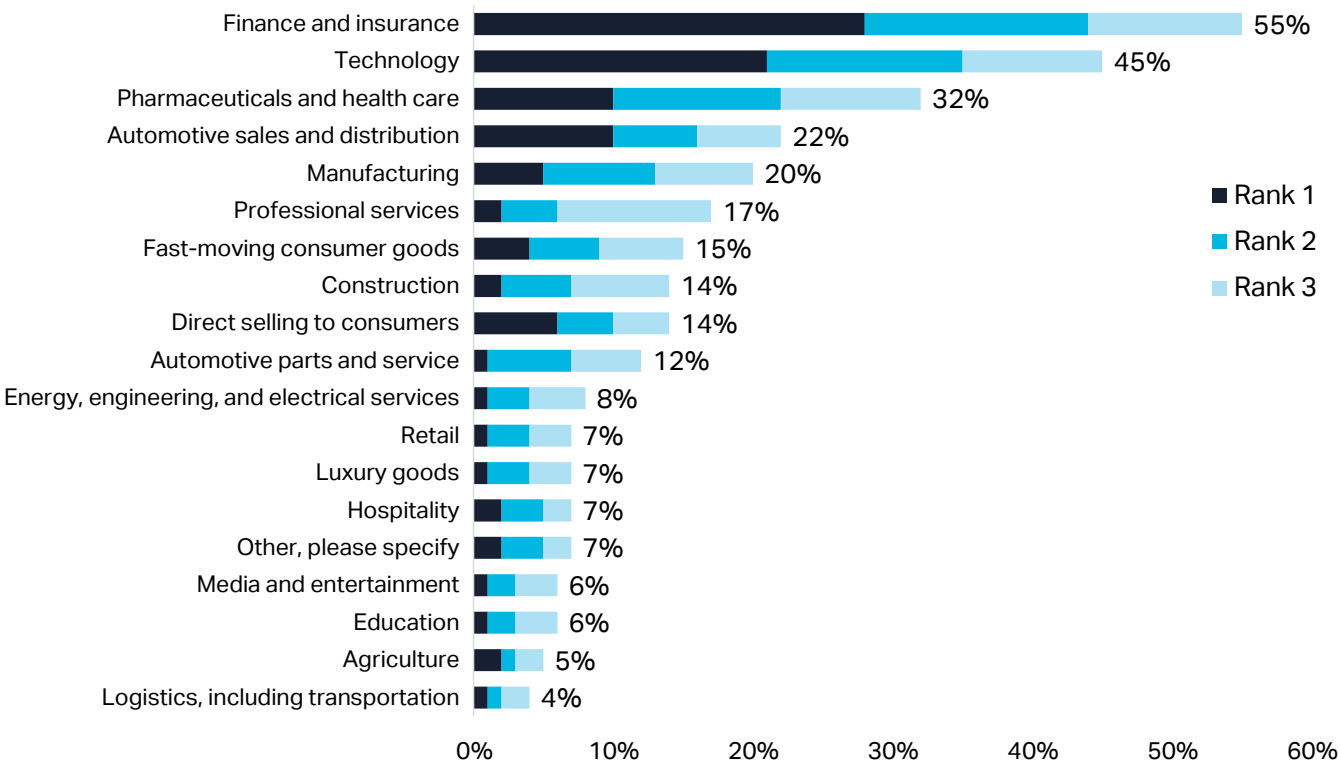
The incentive travel industry is expected to expand further in the coming years, as many buyers expect activity and per person spending above 2024 levels over the next two years. By 2026, 45% of buyers expect incentive travel activity to be above or significantly above 2024 levels, with 55% expecting spending increases to match inflation or to improve programs.

Average program budget allocation in 2025
(Spending category share of total budget allocation)



INCENTIVE TRAVEL INDEX, OCTOBER 2024

Customer industries (Share of buyers indicating a top three rank)



TUMI

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choosing a special gift for a client or simply
want to give the very best, nothing says
excellence like TUMI.



TUMISPECIALMARKETS.COM

5 Things You Didn't Know About Corporate Gifting

BY DOROTHY WOLDEN

You've booked the venue and sorted the schedule. Then, the last-minute ask comes in: "What are we doing for gifting?"

Corporate event gifting has evolved beyond tote bags and branded mugs. Done right, a single corporate gift becomes an experience — one that builds loyalty and sparks conversation. But the truly meaningful moments happen behind the scenes.

Whether you're planning an executive summit, a global incentive trip or an employee appreciation event, here are five things you need to know about creating standout gifting experiences.

1. There's No Such Thing as "One Price Per Person"

Per-head pricing may sound simple, but it rarely tells the whole story. The true cost of corporate event gifting is shaped by:

- **Customization** – Logos, packaging and brand-themed setups
- **Staffing** – Onsite gifting experts who run the experience
- **Shipping and duties** – Especially for international locations
- **Taxes** – Which can vary by state, region and country

When clients ask, "What does it cost?" we look closely to help them understand the full picture. We walk every client through pricing variables up front and collaborate to maximize impact within their budget. That's the difference between guessing and planning.

2. International Events Don't Have to Be a Headache

When we manage gifting programs across borders, we handle the heavy lifting: duties and declarations, sourcing items locally when needed, and building timelines that account for global transit. That means you can stay focused on the people in the room, not the packages in customs.

3. Hybrid Experiences Multiply Your Touchpoints

If some attendees are remote while others are onsite, your gifting strategy doesn't have to be split in two. In fact, blending formats can create multiple moments of delight across the entire event experience.

One client used an in-person gifting lounge to build buzz, followed by personalized digital gifts emailed to attendees a week later. The follow-up sparked a huge increase in positive post-event feedback, proving the power of thoughtful timing.

4. Hiccups Happen, But They're Preventable

Event planners are experts at rolling with the punches. But when it comes to gifting, you can (and *should*) plan ahead. At Cultivate, we use demand forecasting, proactive inventory management and dedicated onsite staff to anticipate issues before they happen. We also ship a surplus of gifts to every event, so even if more recipients attend than expected, no one



misses out. If someone is unable to attend in person, they can browse available options on our online platform and have their chosen gift shipped directly to them.

You'll also know exactly what happened on-site. With our check-in app, we track guest selections in real-time, providing a clear post-event record of who attended, what they selected, and when. That level of visibility is important for teams managing high-touch events with lots of moving parts.

5. You're Not Hiring a Vendor – You're Gaining a Partner

Our team acts as an extension of yours. We handle everything from vendor coordination to custom-branded displays. We train on-site staff to engage with attendees and represent your brand with care. And we build every program with your event goals in mind, whether that's retention, recognition or simply raising the bar.

Clients often tell us, "It felt like you were part of our team." That's the highest compliment we can receive — and exactly how we designed our process.

Dorothy Wolden is vice president of marketing at Cultivate, a provider of an online corporate gifting platform as well as onsite gifting services at meetings, group incentive travel experiences and other corporate events.

Make Event Gifting One Less Thing to Worry About

If you're ready to ditch the guesswork and plan an event gifting experience that makes an impact, we'd love to help. Partner with Cultivate to design a stress-free gifting program that makes your next event unforgettable. Visit cultivatepcg.com to explore solutions and get started.

Elevate Incentive Travel with Premium Gifts from Cultivate

From incentive trips to sales kickoffs, Cultivate delivers exclusive gift experiences that energize events, recognize high performers, inspire qualifiers, and leave participants motivated and appreciated.



Appreciation Drives Real Results

- ✓ Curated premium gifts
- ✓ Exclusive gift experiences
- ✓ Flexible solutions for groups
- ✓ In-person, hybrid, and virtual options
- ✓ Recognition that motivates top performers

Incentive Gifting Inspires, Motivates, and Appreciates Top Performers

Cultivate transforms incentive travel and sales kickoffs with exclusive gifting. Our experiences reward qualifiers, energize participants, and create meaningful recognition moments that strengthen performance, culture, and results.



[Connect with a Gifting Expert](#)

Extend the Loyalty Building with Onsite Gifting Experiences

BY PAUL NOLAN

As memorable as surfing lessons in Maui or viewing the Monaco Grand Prix from a VIP box above the finish line may be to incentive program participants, sponsors frequently take extra measures to make the memories stretch long beyond the trip itself. Often, that's done by giving each participant a keepsake they will take home that reminds them of the great times as well as the gratitude of the event host.

Gifts have evolved dramatically from the logoed caps, koozies, beach towels and other tchotchkes that have been a staple of corporate events for decades. Incentive travel participants nowadays are more likely to bring home a pair of high-end sunglasses or a handcrafted memento that was sourced from artists living in the community where the event was held.

In fact, the gifting component of many incentive travel events is a highlight of the overall experience. Companies like [Cultivate](#), a corporate gifting services provider, and name-brand manufacturers like Maui Jim, Citizen Watch America and Tumi, offer onsite gifting experiences that turn a present into a high-energy party. Not only does a take-home gift serve as a reminder of the accomplishment an incentive program participant achieved, it also motivates that person to qualify for next year's event. Think of it as a sort of Elf on the Shelf for promoting corporate success.

"All my conferences and events involve gifting," said Lindsay Grosz, president of [Lindsay Grosz Events](#). Grosz uses



Cultivate's onsite gifting service for many of the events she plans. Sunglasses remain a popular gift for warm weather events. She adds that a shirt or cap can work if it's branded with the high-end resort where an event is being held, but she cautions companies to steer clear of gifting swag with their own logo.

"I push clients to feature local products whenever possible to help the community they're holding their event in," Grosz said. For a corporate event she organized in Spain, participants received olive oils produced in the region and featured in the cuisine they were enjoying during the event.

The gift itself is only part of the purpose. Tom Romine, founder and CEO of Cultivate, said a popular service they offer is a design your own tennis shoe workshop. Participants select a name-brand shoe and use computers to customize the colors and add their company's logo or other artwork to the shoes, which are typically delivered to the recipient's home weeks later.

Creators of these gifting events say they produce energy and enthusiasm among team members that is unlike any other team-building exercise.

"People love it! It becomes part of the entertainment for the event," Adrienne Forrest, senior vice president of corporate sales for [Citizen Watch America](#), said of the company's "Gift In Time" onsite gifting service. Companies can have an assortment of watches shipped to an event and attendees take them home, or Citizen will bring samples of 10 to 12 watches that recipients can select from and have them personalized and shipped to them a few weeks after the event. **SM**



PHOTOS: CULTIVATEPCG.COM

Citizen Watch America's 'Gift In Time' Service Brings Recognition to Life

To extend the memorability and value of corporate incentive travel experiences, many companies are sending attendees home with a keepsake. You could leave a gift in each participant's hotel room, but where's the fun in that?

Gifting experiences such as Citizen Watch America's "Gift In Time" onsite service have become a fun way to stage an event within an event. They provide an opportunity for program participants to "shop" together for a watch or piece of jewelry that will serve as a lasting memory of the recognition they earned from an employer or business partner.

Citizen Watch America offers two versions of its onsite gifting experience. In one, a collection of assorted men's and women's watches are shipped to the event site where they are displayed in a pop-up shop. Reward recipients select the watch they want and take it home with them.

The other option, which Citizen calls "Pick-a-Gift," also showcases the assortment of watches in a pop-up shop. Reward recipients select the style they want, and the watch is drop shipped to their home after the event. With this option, watches can be personalized with an event name, company logo or other message. Sponsoring companies can have all the watches shipped to the company address instead and hand out the watches in another celebratory event.

Adrienne Forrest, senior vice president of corporate sales for Citizen Watch America, said the Pick-a-Gift model ensures that all participants get their first choice of watch style and do not have to worry about inventory of any single style running out. Pick-a-Gift is also a great option for events that are held outside the U.S., as tariffs, duties and other complications make shipping a number of timepieces to another country cost-prohibitive.



An Ideal Multigenerational Reward

Watches are a wise reward choice for today's multigenerational work force, including younger workers. A 2024 survey commissioned by Watchfinder & Co., a global luxury pre-owned watch specialist, found that Gen Z watch shoppers are projected to spend nearly double the amount on luxury watches than the generations above them.

The same report found that Gen Z's favorite watch styles include fashion-forward and on-trend designs, minimalist dress watches and vintage inspired models from the 1980s and 90s.

Citizen Watch America has a wide range of styles and price points from \$45 to \$45,000. Beyond the Citizen brand, high-end, highly coveted brands include Bulova, Accutron, Alpina and Frederique Constant. In addition, they offer Bulova clocks, Bulova Jewelry, as well as Bulova collaborations with Frank Sinatra, Frank Lloyd Wright, Marc Anthony, Tony Bennett and Stetson. Citizen is a corporate alliance partner with Disney and offers watches for Disney, Marvel and Star Wars franchises.

"People love our gifting experience. It becomes part of the entertainment for the event," Forrest said.

A Gift They'll Gab About

To learn more about how Citizen Watch America can add an energetic gifting experience to your next event, visit cwacorporatesales.com or email Adrienne Forrest at aforrest@citizenwatchgroup.com.



CITIZEN WATCH AMERICA

Gift in Time **WATCH EXPERIENCE**

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WHAT IS THIS ABOUT?

A proposed class action settlement has been reached in three related lawsuits. The lawsuits allege that, beginning in 2007, Discover misclassified certain Discover-issued consumer credit cards as commercial credit cards, which in turn caused merchants and others to incur excessive interchange fees. The misclassification did not impact cardholders. Discover denies the claims in the lawsuits, and the Court has not decided who is right or wrong. Instead, the proposed settlement, if approved, will resolve the lawsuits and provide benefits to Settlement Class Members.

WHO IS INCLUDED?

The Settlement Class includes all End Merchants, Merchant Acquirers, and Payment Intermediaries involved in processing or accepting a Misclassified Card Transaction during the period from January 1, 2007 through December 31, 2023. To view the full Settlement Class definition, including defined terms and excluded entities, go to www.DiscoverMerchantSettlement.com.

WHAT CAN I GET?

To receive a settlement payment, with very limited exceptions, you will need to file a claim by **May 18, 2026** and/or provide additional information to the Settlement Administrator. Under the proposed settlement, Discover will make payments to eligible Settlement Class Members who submit valid claims. Discover has agreed to pay between \$540 million and \$1.225 billion plus interest in connection with this settlement. Your settlement payment amount will be calculated based on a variety of factors.

YOUR OTHER OPTIONS.

You can file a claim for a payment by **May 18, 2026** and/or provide additional information. Alternatively, you can exclude yourself from the settlement by opting out, in which case you will receive no payment under this settlement and retain any right you may have to sue Discover about the claims in these lawsuits or related to the Misclassified Card Transactions. If you do not exclude yourself, and the Court approves the settlement, you will be bound by the Court's orders and judgments and will release any claims against Discover in these lawsuits or related to the Misclassified Card Transactions. If you do not exclude yourself, you can object to or comment on any part of the settlement. The deadline to either exclude yourself or object to the settlement is **March 25, 2026**. Visit the website for information on how to exercise these options.

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Do you have questions or need additional information?



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