

Around The World In Less Than 80 Days

Promotions That Will Take You From The Caribbean To Australia, Italy And Rocky Mountains Without Ever Leaving Your Office

BY LISA HORN

WHEN JULES VERNE PENNED his tale of extraordinary adventures in 1873, it took Phileas Fogg 80 days to make the incredible journey from London to Paris, Brindisi, Suez, Bombay, Calcutta, Singapore, Hong Kong, San Francisco, New York and back to London again. But today, we can travel around the world in 80 *minutes* with the help of Google and a high-speed internet connection.

Nevertheless, true wanderlust is at the heart of many office dwellers who periodically find themselves staring out the window (if they are lucky enough to have one!) or peering over the sea of cubicles lost in thoughts of exotic travels. The chance to see the world is a powerful motivator, which explains why travel incentive programs are so popular.

In fact, the 2005 Incentive Federation Survey Of Motivation And Incentive Applications found that 74 percent of respondents agree that a more exciting, memorable

program can be created around travel rather than around cash. And 73 percent said the same about merchandise when compared to cash-based incentives. So if you are working with clientele who offer travel incentive programs to their employees, suggest a merchandise program to reinforce it.

But incentive programs aren't the only reason to use travel-themed products. Sales meetings—whether for your own company or one of your clients—are great ways to gather the troops together in beautiful, fun or exotic settings. And even if you can't leave company headquarters, travel themes can be used to make any gathering a little more thrilling.

Where to begin? Spinning the globe may be one way. But if you'd like a more targeted approach than pointing at a map, here's a head start with travel-themed products from four unique destinations: the Caribbean, Australia, Italy and the Rocky Mountains. *Bon Voyage!*



Destination Of Your Dreams

Dreaming of traveling to far-off locales? The **DESTINATION DREAMS CALENDAR** will take you to Antarctica, Canada, China, England, France, Greece, Ireland, Italy, Mexico, Scotland, Thailand, Turkey and the Virgin Islands.

Hotline Products. Phone: 800-225-2114.

Website www.hotlineproducts.com.

UPIC: HOYL0001.

CARIBBEAN

Lifestyles Of The Caribbean

Featuring stunning images from photographer Don Hebert, **CARIBBEAN LIVING** captures all the pleasures of the islands—from lush foliage of Jamaica to Antigua’s endless stretches of white sand beaches.

Tide-Mark Press. Phone: 860-683-4499.

Website: www.tide-mark.com.



The Proof Is In The Pictures

Finding the most pristine beach. Capturing a flawless sunset. Swimming with the dolphins. Display proof of your island adventure in these tropical-themed frames in either **SHELL** or **PALM** styles.

Prairie Rose Personalized Products. Phone: 877-337-8119.

Website: www.prairierose.com. UPIC: PROSE.

Two-For-One

Measuring 55 by 70 inches, these **BEACH TOWELS** from the Scott Westmoreland Collection are truly big enough for two. Each handpicked design is beautifully reproduced with the ultimate seal of approval—Westmoreland’s signature—making these towels genuine works of art.

Towel Specialties. Phone: 800-938-6935.

Website: www.towelspecialties.com. UPIC: TOWLSPEC.



‘Tote’-ally Cool

A tote is a necessity for carrying items to the beach, and this **STRAW TOTE** is totally cool. Plus, you can also use it to package all the other themed gifts on this page for easy distribution.

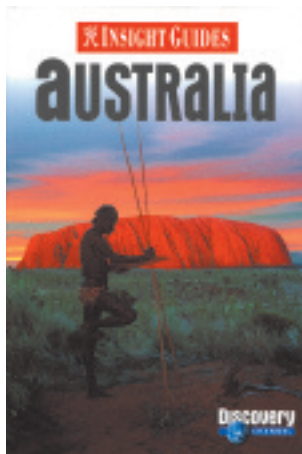
Bernard Manufacturing Company. Phone: 800-766-0623. Website: www.bernardmfg.com. UPIC: BERNARD. >>

AUSTRALIA

Take Flight

Unless you want to be burdened with too much luggage, a trip down under requires smart packing. Stay organized with this roomy **FLIGHT BAG**, which features two interior sections and two front zipper pockets for added storage.

*Clava American. Phone: 888-452-5282.
Website: www.clava.com. UPIC: CLAVA.*



Aussie Insight

INSIGHT GUIDE AUSTRALIA is packed full of information about the land down under—including 13 features covering aspects of the country's life and culture, ranging from Aboriginal Dreamtime artworks to Bush tucker. Plus, it has a region-by-region guide to the sights, travel tips, extraordinary photographs and 17 maps.

*Hammond World Atlas Corporation. Phone: 800-526-4953.
Website: www.hammondmap.com. UPIC: hammond.*

Journey Journal

Remember how you felt the first time you attended a performance at the Sydney Opera House, saw koalas, kangaroos, wombats and wallabies on Kangaroo Island or snorkeled at the Great Barrier Reef? You will when you write about your experiences in the **TRAVELER'S JOURNAL**.

*Peter Pauper Press. Phone: 800-833-2311.
UPIC: Peter284.*



Dress The Part

You'll feel like a real Aussie when you don the **STATION HAT** and **HEMPOP BUSHMAN SHIRT**. Made from rugged, water-resistant Sahara Wax, the hat has a collapsible crown and wired brim for easy shaping. Pair it with the shirt, which is made from a hemp and moisture-wicking polyester blend, and you'll be cool, comfortable and stylish while touring the Outback.

*Australian Outback Collection Canada Ltd.
Phone: 800-267-2622.
Website: <http://distributor.australianoutback.com>.
UPIC: AUSTR017.*

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ITALY >> Continued from page 86

When In Rome

Capture the essence of Italy by doing what the Romans do—listening to authentic Italian music. This **PASSPORT TO ITALY CD** features a rich assortment of melodies from the region, including *Leva Su Bela*, *Santa Lucia* and *Adagio*.
Sound Line LLC. Phone: 800-750-5189.
Website: www.soundline.com. UPIC: 1SOUNDLN



Words To Live By

Traveling to Italy but don't have a thing to say? With **BERLITZ RUSH HOUR EXPRESS ITALIAN CD**, you'll learn the more important words and expressions to navigate your way from Torino to Milano to Venézia to Roma.
Hammond World Atlas Corporation. Phone: 800-526-4953.
Website: www.hammondmap.com. UPIC: hammond.

Little Black Bag

While not as mysterious as the little black book, this little black **ACCESSORY/TOILETRY KIT** is certainly more functional. The large open top makes it convenient to access personal goods inside, or it can easily stash promotional memorabilia for easy transport.
Clava American. Phone: 888-452-5282.
Website: www.clava.com. UPIC: CLAVA.



A Picture's Worth A Thousand Words

Saint Peter's Basilica. The Colosseum. The Leaning Tower of Pisa. Capture these landmarks and more with the **ITALIAN DESTINATION CAMERA**.
Time Products International. Phone: 800-933-8885.
Website: www.tpi2000.com. UPIC: TPI2000.

Above & Beyond

Splendido! A superb photographic collection shows Italy from all angles with artistic insight and technical innovation. This is a "trophy book" on a land that, from above, appears to have been laid out by a master eye.
The Book Company. Phone: 800-367-9388.
Website: www.thebookco.net. UPIC: BOOKCO. >>



ROCKY MOUNTAINS

Snow Bunny

Whether you shred through the moguls or snow plow down the bunny slope, you'll look stylish in the **LADIES' WEATHER TECHNOLOGY INSULATED JACKET**. This wind- and water-resistant jacket has great warmth-to-weight ratio, and the adjustable snap at the back offers a comfortable fit. It's so sleek you may want to wear it off the slopes as well.

Asb City. Phone: 800-761-6612.

Website: www.asbcity.com. UPIC: asb0001.



Destination Dilemma

Breckenridge or Copper Mountain? Santa Fe or Taos? Banff or Lake Louise? While choosing a ski destination may be difficult, choosing a suitcase shouldn't be. The **DESTINATION** is "packed" with features: fully lined main compartment, detachable cosmetic case, dual zip pockets for accessories and a full-size mesh pocket for laundry, outside gusseted pocket for last minute items and a unique top pocket for easy access to travel documents.

Goodhope Bags Ind. Inc. Phone: 800-634-8084.

Website: www.goodhopebags.com. UPIC: GOOD0004.



Proper Preparation

You don't have to be a Boy or Girl Scout to be prepared for your next winter outing. The **SKI WALLET KIT** contains everything you need for a day of cross-country skiing, snowboarding or snowshoeing—hand warmers, sunscreen, lip balm, lens/goggle wipes, antiseptic swabs, alcohol wipes, bandages, first-aid ointment, safety pins, cough drops and tissues.

Ready 4 Kits. Phone: 800-742-2250.

Website: www.ready4kits.com. UPIC: KITS.



The Road Less Traveled

Looking for the best skiing on earth? In **THE POWDER ROAD**, four friends visit ski towns such as Aspen and Jackson Hole then northward to the ranges of British Columbia, the Yukon, and Alaska in search of untouched mountains to ski, camp and travel in a self-sufficient style.

Graphic Arts Center Publishing Co. Phone: 800-452-3032.

Website: www.gacpc.com. UPIC: GIFTBOOK.



You Should Be In Pictures

Winter Park's March Hare, Cheshire Cat, Tweedle Dee and Tweedle Dum ski runs. Telluride's Topaten Nordic and Snowshoe area. Aspen's Hotel Jerome, The Gant and L'Auberge d'Aspen. The **UNFORGETTABLE SKI MEMORIES DOUBLE ALBUM** and **SKI WORDS FRAME** capture photos from the top of the mountain to inside the lodge.

Prairie Rose Personalized Products. Phone: 877-337-8119.

Website: www.prairierose.com. UPIC: PROSE. PPB



Lisa Horn is PPB's editor.