



Boosting Employee Morale Through Rewarding Experiences

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“Why we are here...
To start thinking about
something brand new in 2024.

Take this thought home...
Travel as a Reward

**Have you ever?
Received a Gift
Card as a
Reward?**





Do you remember it, or better yet what it was for?

Most companies use gift cards to reward employees, but **only 6% of employees see gift cards as 'valuable.'**

So, the achievements and positive behaviors follow the gift card to the junk drawer.



Engagement and employee loyalty are fading.

Few employees feel motivated and engaged with their work.

Retention has declined over time, with quit rates hovering at all-time highs.

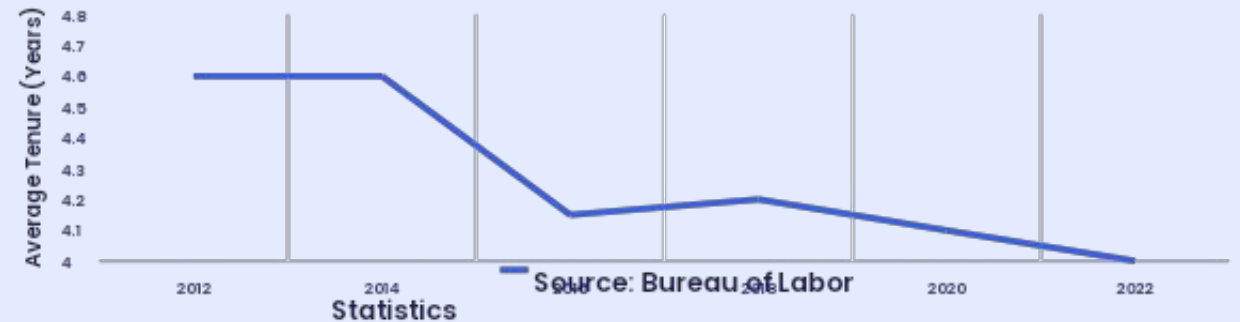


21% of employees are engaged at work

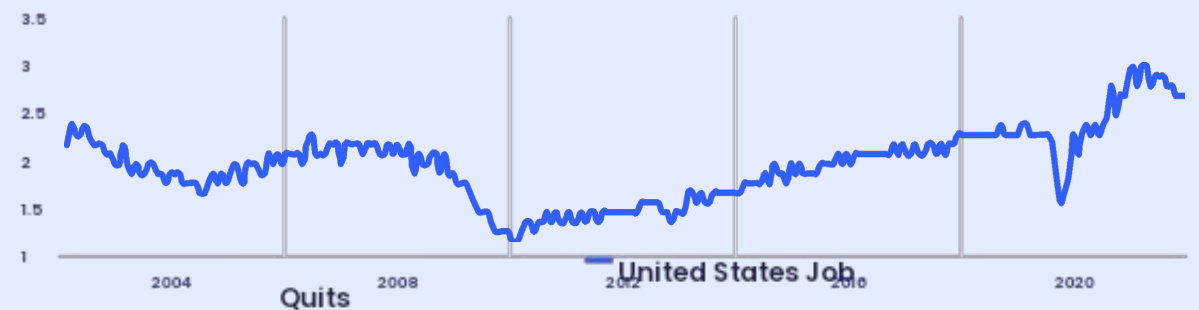


33% of employees are thriving in their overall wellbeing

Retention has declined over time



Job quits near an all-time high



Sources: [“State of the Global Workplace: 2022 Report,”](#) Gallup, 2022; [“Employee Tenure in 2022,”](#) Bureau of Labor Statistics, Sept. 22, 2022; [“United States Job Quits Rate,”](#) Trading Economics, Nov. 10, 2022.



Employees do not feel appreciated with goods and gift cards

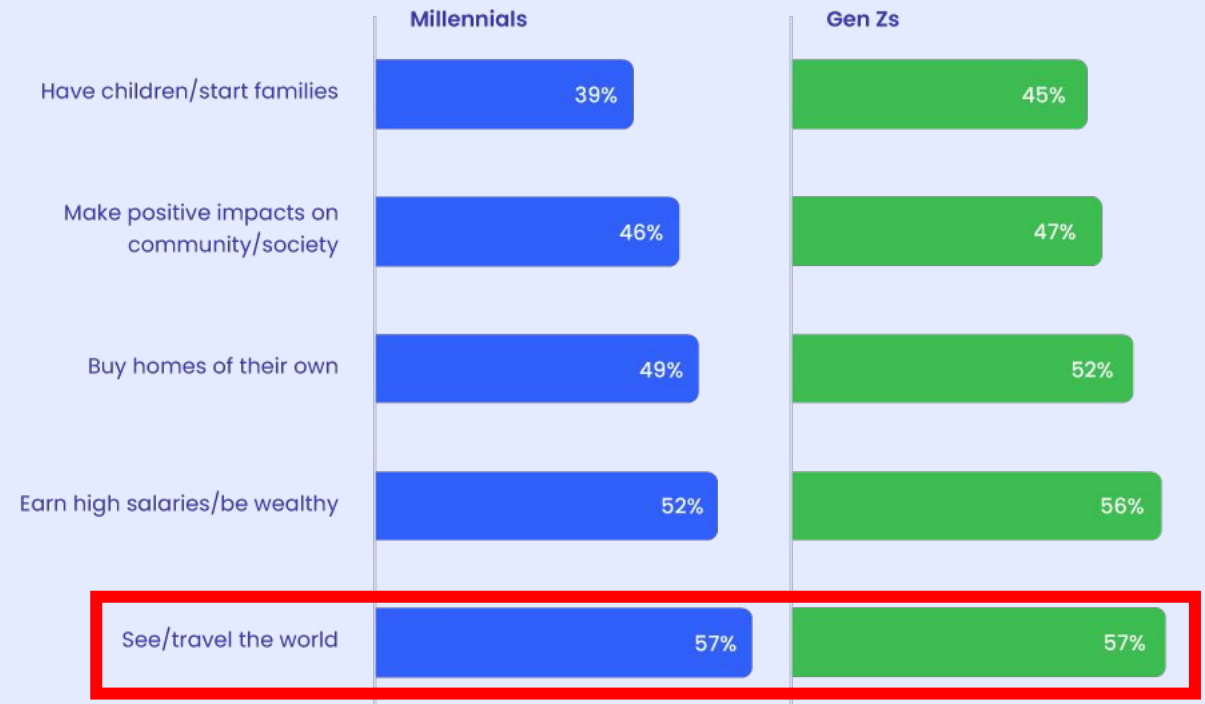
Only 6 percent of employees identified gifts as the primary way they want a company to show appreciation.

Millennial and Gen Z employees both **listed travel as their highest priority**—over higher salaries and wealth.



BUILD LOYALTY WITH GREAT TRAVEL EXPERIENCES.

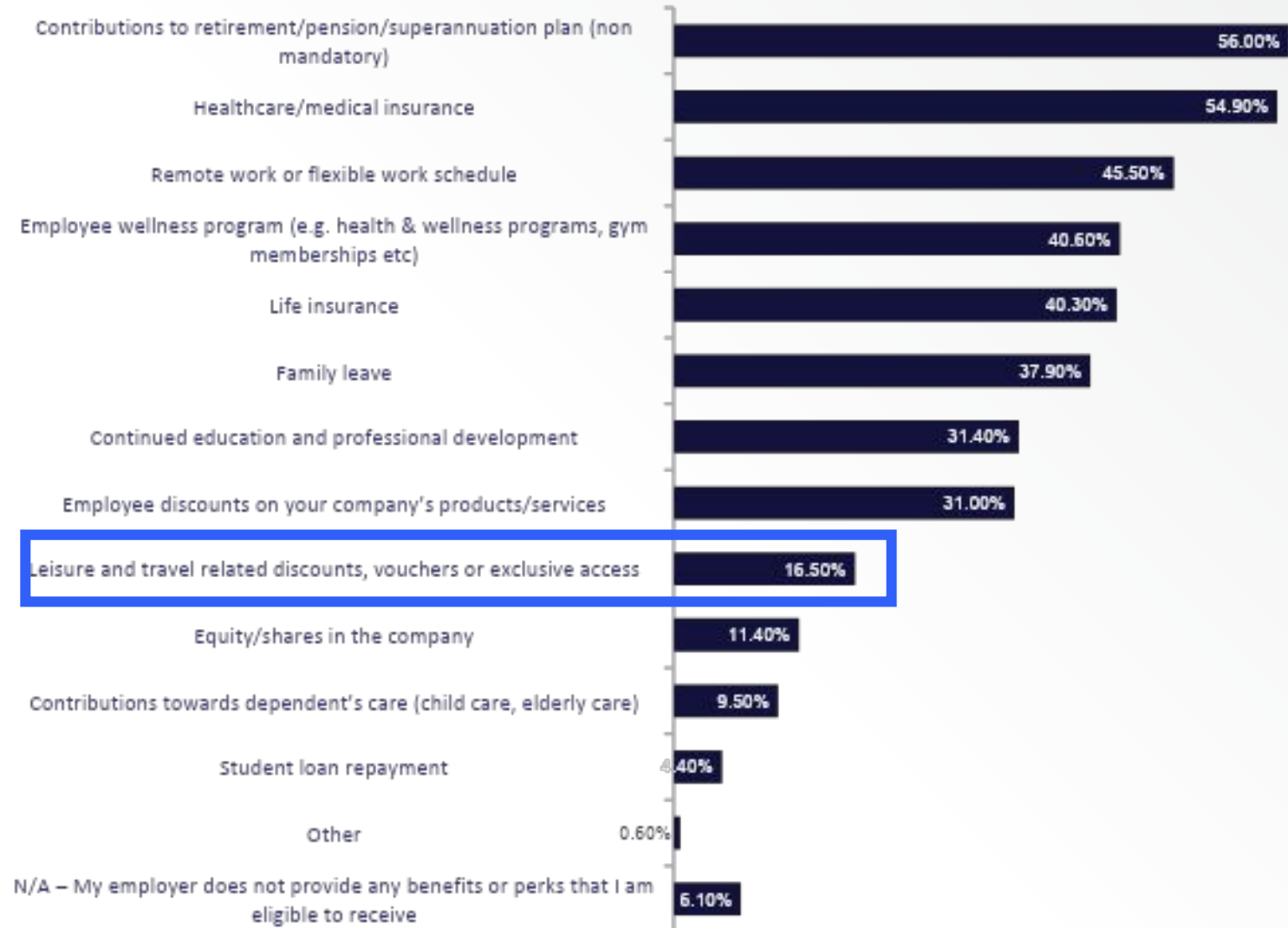
Priorities and aspirations of millennials and Gen Z's have evolved
Percentage of respondents indicating the following ambitions



Respondents: All millennials: 13,416; all Gen Zs: 3009. Millennials in junior roles: 2706; in senior roles: 410; parents: 6036; not parents: 7380.
Gen Zs in junior roles: 773; in mid-level roles: 444; parents: 268; not parents: 2741.
Source: Deloitte Global Millennial Survey 2019
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Current Employee Benefits (Travel?)

- **Retirement and healthcare/medical insurance are the most commonly offered employee benefits.**
- Most respondents (94%) received some form of benefits from their employer.
- Other common benefits include remote or flexible work arrangements (46%), wellness program (41%), life insurance (40%) and family leave (38%).
- **17% indicated that they are currently offered leisure and travel related benefits.**



How employees value travel-related benefits

- 66% of employees surveyed would consider it valuable or extremely valuable if their employer offered financial contributions towards the cost of travel or exclusive access/discounts to travel or leisure activities (60%) as part of an employee benefits package.
- Travel planning assistance has value to some respondents (40%); but is less valued than financial benefits.





Travel as a Benefit is an interesting way to engage with employees.

"It would make me feel rewarded as an employee."

"I love travelling and working for someone who supports this would be a great asset"

"Travel perks would be a major job-related benefit for me."

"It would save me time, hunting around for discount deals and it would probably save me more money."

"Anything that helps with the cost of travel would be welcome."

"This benefit would help keep the work to life balance sustainable in the longer term."

"An employer that help employees have vacation is unheard of, and if the company wants to support the well being of their employees, why not."

"It would provide more incentive to want to stay with this company."

"We like travel so anything that a company can do to make it more accessible has got to be good"

"I think it is an interesting concept and I like that it could be performance based. Since I enjoy travelling I think I would opt in on a program such as this."

"Will be good to have everything you need all in one place."



Do You Remember?

**Your last vacation?
And the one before
that?**





Our solution?

Improve employee and customer loyalty with rewarding travel.

Book Flights, Hotels, Car Rentals, and Experiences all through one booking platform.

Recommended Departure Flight

Based on the best balance of price, time, and convenience

9:30AM —————> 12:58PM
JFK Nonstop SFO

Alaska Airlines Flight 39 – Basic Economy

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The Marker San Francisco



from \$1,513.37



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powering world-class travel experiences for
world-class brands, from the page to the
plane and beyond.**



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2M+
Travel Bookings FY22

1.1M
*Hotels and Lodging
Offerings*

40+
Annual Searches

20Yr
*Specializing in
Loyalty & Dynamic
Packaging*

\$400M
*Profit Generated
for Clients*





Let's get to work travelin'.

About Switchfly

The current experience of booking, managing, and delivering travel just doesn't fly. That's why organizations and their people switch to Switchfly, a rewards and recognition platform focused on travel.

Switchfly connects all the disparate partners – from flights and hotels to car rentals, traveler support, and customer loyalty and employee rewards programs – into one seamless experience.

Switchfly. Reward yourself with travel.