

ADESTINN

WHAT'S YOUR DESTINATION?

BRING OUT THE BEST IN YOUR EMPLOYEES BY
HELPING THEM DO ABSOLUTELY NOTHING.

WHAT? 



INTRODUCING THE ADESTINN VACATION SAVINGS MATCH PROGRAM.

The Adestinn Vacation Savings Match Program is a unique, innovative approach to employee wellness that embraces the benefits of a relaxing, restorative vacation to enhance employee engagement, productivity and retention.

For every dollar employees save towards their next vacation, they receive a 50% match – the only employee benefit of its kind.

And what does that cost you? As little as \$1 per employee per month.



HOW DOES IT WORK?

For every dollar employees save towards their vacation, they will receive a 50% match. So if an employee saves \$100 per month, they will actually be accumulating \$150 each month to spend on vacation.

HOW?



It's that simple. All employees need to do is open an Adestinn Vacation Savings Account (VSA) and determine their savings plan. Adestinn adds a 50% match to their scheduled savings. **That's a benefit you and your employees will love.**

- **50% more spending power** at hundreds of hotels and resorts
- Always **best available rate**
- **No black-out dates**
- **100% year-end carryover**
- Withdraw 100% of contributions anytime **without penalty**
- Savings are **FDIC insured**
- **Easy online enrollment**
- **Outstanding member support** from the Adestinn team



WHAT'S THE **BIG IDEA?**

According to the 2014 LIMRA Marketfacts Study, paid vacation is second only to paid medical insurance when it comes to benefits that attract employees.

REST. 



Although employees worry about healthcare, disability, and retirement, they value vacation time more than savings and income protection products.¹

The Adestinn Vacation Savings Match Program enables employees to take time away from work, relax, and enjoy a destination vacation. It's an employee benefit designed to promote work/life balance, reduce stress, and create happier, healthier, more productive employees. It's a whole new way to support your employees while you:

- Add a **low-cost, high-value** benefit
- Bring **innovation** into the organization
- **Easily implement** a unique, turnkey benefit
- **Avoid paying out** for unused PTO
- Create **measurable ROI**

The big idea? A unique benefit employers and employees truly desire and appreciate.

¹ – MetLife 8th Annual Study of Employee Benefit Trends



PROMOTE VACATIONS? **SERIOUSLY?**

Americans left 662 million vacation days unused in 2016, and 54% of workers finished the year with unused PTO¹. Encouraging employees to use their vacation time is good for them and good for business!

WHY?


- The positive effects of a vacation can **increase performance by 80%**²
- Annual vacations can **cut the risk of heart attack by 50%**³
- Blood pressure, heart rate, and stress hormone levels decline **after only 2 days of vacation**⁴
- **Medical costs go down by \$3.27 and absenteeism costs fall by \$2.73** for every dollar spent on wellness⁴. And vacation time is definitely an essential part of your wellness program⁵

In fact, job stress alone costs U.S. companies \$300 billion a year in absenteeism, lost productivity, employee turnover, and direct medical, legal, and insurance costs⁶. **So encouraging employees to go away and do nothing is good for them – and good for you.**

1 – Oxford Economics, 2016, U.S. Travel Association. 2 – Mark Rosekind, Alertness Solutions. 3 – Allerton, H.E. (2003 T+D; Vol. 57, Issue 12, pp87-88. 4 – Borins, M. (2000) Go Away, Just for the Health of it, Holistic Press. 5 – HealthAffairs.org 2010 Katherine Baicker, David Cutler, Zirui Song. 6 – Rosch, P.J., (Ed.) The Quandary of Job Stress Compensation, Health & Stress, 3, 1-4

Your results may vary.



WHAT ELSE IS IN IT FOR YOU?

An ROI four times the amount of your investment. Your CFO will love this!

ROI. ↻



Don't think of a destination vacation as losing an employee for a week or two, think of it as the new way to increase engagement, productivity and retention of employees. And – your CFO will love it! **After all, you're adding an employee benefit that has a 4:1 return on investment.** Here's an example:

BENEFIT ELIGIBLE EMPLOYEES	10,000
EMPLOYER INVESTMENT*	(\$120,000)
ENROLLED EMPLOYEES (10% GUARANTEE)	1,000
ADESTINN MATCH [†] FOR EMPLOYEE VACATIONERS	\$500,000
ROI	417%

*Annual admin fee for eligible employees [\$1 x 10,000 eligible employees x 12 months]. †Assumes \$500 matching credit on savings of \$1,000 per enrolled employee annually. This example is for illustrative purposes only.



WILL EMPLOYEES USE IT? WE GUARANTEE IT.

Adestinn guarantees that at least 10% of your employees will sign up for the Adestinn Vacation Savings Match Program.

NO RISK. 



90% of employees who have an Adestinn Vacation Savings Account (VSA) take an annual destination vacation.

Time off ranks near the top of employees' preferences above cash bonuses, modest pay raises, and even future career advancements. In fact, vacation days are the second most cost-effective reward after stock grants.¹

We guarantee that at least 10% of your employees will enroll – or you don't pay a dime.²

¹ – Sibson Consulting, 2007.

² – Subject to terms of the contract.



WHERE WILL ADESTINN TAKE YOU?

The Adestinn Vacation Savings Match Program is offered at over 200 desirable brand name hotels in nearly 100 destinations around the world.

WHERE? 

Adestinn has established best-available rate partnerships with well-known brands such as Hilton, Hyatt, Elite Island Resorts, and more. We have created the highest standard of excellence, so your employees can choose and enjoy an incredible vacation experience.

Albuquerque, NM	Durango, CO	Mystic, CT	San Diego, CA
Anaheim/Orange County, CA	Florida Keys, FL	Napa Valley, CA	San Francisco, CA Santa
Antigua	Fort Lauderdale, FL	Naples, FL	Barbara, CA Santa Fe,
Aruba	Fort Myers Beach, FL	Nashville, TN	NM
Atlanta, GA	Greenville, SC	New Orleans, LA	Sarasota/Bradenton, FL
Barbados	Hawaii (the Big Island), HI	New York, NY	Savannah, GA
Boca Raton, FL	Hot Springs, AR	Oahu, HI	Sedona, AZ
Boston, MA	Houston, TX	Oceanside/Carlsbad, CA	Sonoma, CA
Charleston, SC	Jacksonville, FL	Omaha, NE	St. Augustine, FL
Charleston, WV	La Jolla, CA	Orlando, FL	St. Louis, MO
Charlotte/Concord, NC	Lake Tahoe, NV	Oxnard, CA	St. Lucia
Chesapeake Bay, MD	Las Vegas, NV	Palm Springs, CA	St. Vincent and the
Chicago, IL	Los Angeles, CA	Park City, UT	Grenadines
Clearwater, FL	Maui, HI	Peoria, IL	Tampa, FL
Cleveland, OH	Miami/Miami Beach, FL	Phoenix/Scottsdale, AZ	Texas Hill Country, TX
Colorado Springs, CO	Minneapolis/St Paul, MN	Providence, RI	Tucson, AZ
Crested Butte, CO	Monterey, CA	Puerto Rico	Tulsa, OK
Dallas/Fort Worth, TX	Montgomery, AL	Salt Lake City, UT	Virginia Beach/Hampton
Denver, CO	Myrtle Beach, SC	San Antonio, TX	Roads, VA
Des Moines, IA			Washington DC

BRANDS

Conrad Hotels	Hilton Hotels	Independent Boutique
Curio Hotels	Hyatt Hotels and Resorts	Hotels and Resorts
DoubleTree Hotels	Andaz Hotels and Resorts	
Embassy Suites, Inc.	Elite Island Resorts	

Adestinn continually expands the number of hotel and resort accommodations available to members. **Visit adestinn.com to stay up-to-date** on our recent additions.



LET'S TURN **NOTHING INTO SOMETHING.**

Contact Doug Cameron, SVP at 612.326.5066 or dcameron@adestinn.com.

GET STARTED!



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