



For Immediate Release

Cloud Nine Incentives Marks 15 Years of Turning Travel into Powerful Brand Engagement

June 2026 - Cloud Nine Incentives, a leading full-service travel prize agency, is marking its 15th birthday with continued growth, new hires and the launch of its latest insight report, *Passport to Happiness*. The report brings together key findings from across travel, marketing and HR industries, revealing how travel incentives are fast becoming one of the most effective drivers of consumer and employee loyalty, as well as brand engagement.

At the heart of the report is a simple truth: happiness drives performance, and few rewards deliver happiness quite like travel. As consumers increasingly prioritise meaningful experiences over material possessions, brands are turning to travel to spark emotion, deepen connection and create lasting memories.

The data speaks for itself. 85% of people believe travel delivers long-term happiness, while 76% feel happier just by planning a trip. Holidays are now seen as essential, with 65% ranking them as the most important time of year and 80% linking them directly to their mental health. Frequent travel amplifies these benefits; taking seven or more trips annually can significantly boost wellbeing, reduce stress and cut the risk of depression by up to 30%.

Founded in 2011 by husband-and-wife team Sophie and Michael Chambers in Olney, Buckinghamshire, Cloud Nine has scaled to support leading marketing agencies and major global brands including Nestlé, Asahi, Heineken, Kellogg's, Mastercard, Channel 5, Paramount and ASICS.



"Reaching 15 years as an independent agency while continuing to grow is something we're incredibly proud of. We've now delivered unforgettable experiences to over 100,000 winners, helping brands connect with audiences in more memorable and impactful ways.

Experiential rewards are no longer a 'nice to have', they're a strategic tool for brands looking to create meaningful engagement. Travel, in particular, taps into emotion in a way few other incentives can."

Michael Chambers,
Co-Founder of
Cloud Nine
Incentives



The agency has significantly evolved its end-to-end prize and incentives proposition. Whilst travel prizes remain the heartbeat of the agency, it has rapidly expanded into prize fulfilment and sourcing, integrated campaign management, group travel incentives and events, and, most importantly, extended its full offering across Europe. This has created a unique position in delivering a seamless experience to UK and European businesses, further strengthening the agency's reputation as a go-to partner for complex, multi-market campaigns.

With three new hires in as many months, the team has grown to 18, reflecting the agency's continued investment in talent to meet rising demand for travel-led promotions. At the same time, it maintains strong staff retention through a culture-driven approach. To mark its anniversary, the company has introduced enhanced employee benefits: travel vouchers, an additional day of holiday and a team trip to Madrid, underscoring its belief in the value of shared experiences.

Furthermore, the Cloud Nine team is using this milestone to give back, launching a year-long fundraising drive for breast cancer awareness charity CoppaFeel!, featuring skydives, treks, and grassroots fundraising events.

Read *Passport to Happiness: Why travel is the most powerful reward for consumers and employees here.* www.uponcloudnine.co.uk/passport-to-happiness



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For media enquiries please get in touch with Lydia Coomber. lydiac@uponcloudnine.co.uk

About Cloud Nine Incentives:

Cloud Nine Incentives is an award-winning, independent, full-service prize and incentive management agency specialising in bespoke travel experiences. Celebrating its 15th birthday in 2026, Cloud Nine has partnered with hundreds of the world's leading marketing agencies, businesses, and global brands to create once-in-a-lifetime experiences.

The company designs and delivers unique incentive travel programmes, reward experiences, and events that motivate teams and strengthen client relationships. Whether it's a one-off trip or a long-term reward scheme, Cloud Nine manages every detail, from destination selection through to on-site execution.

Each experience is carefully tailored to align with a company's culture and objectives, ensuring employees feel valued, engaged, and inspired to achieve more.

Visit www.uponcloudnine.co.uk for more information.