

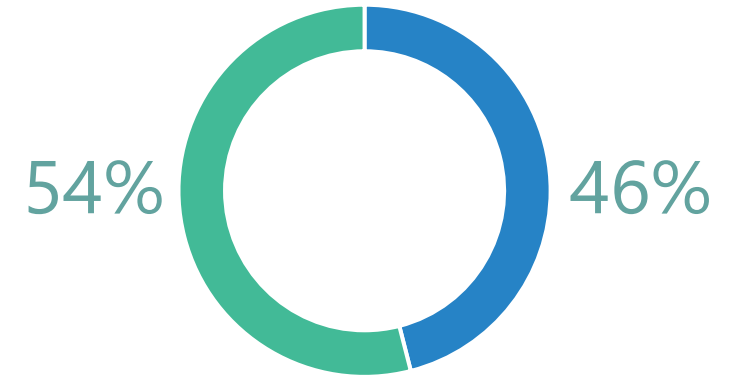
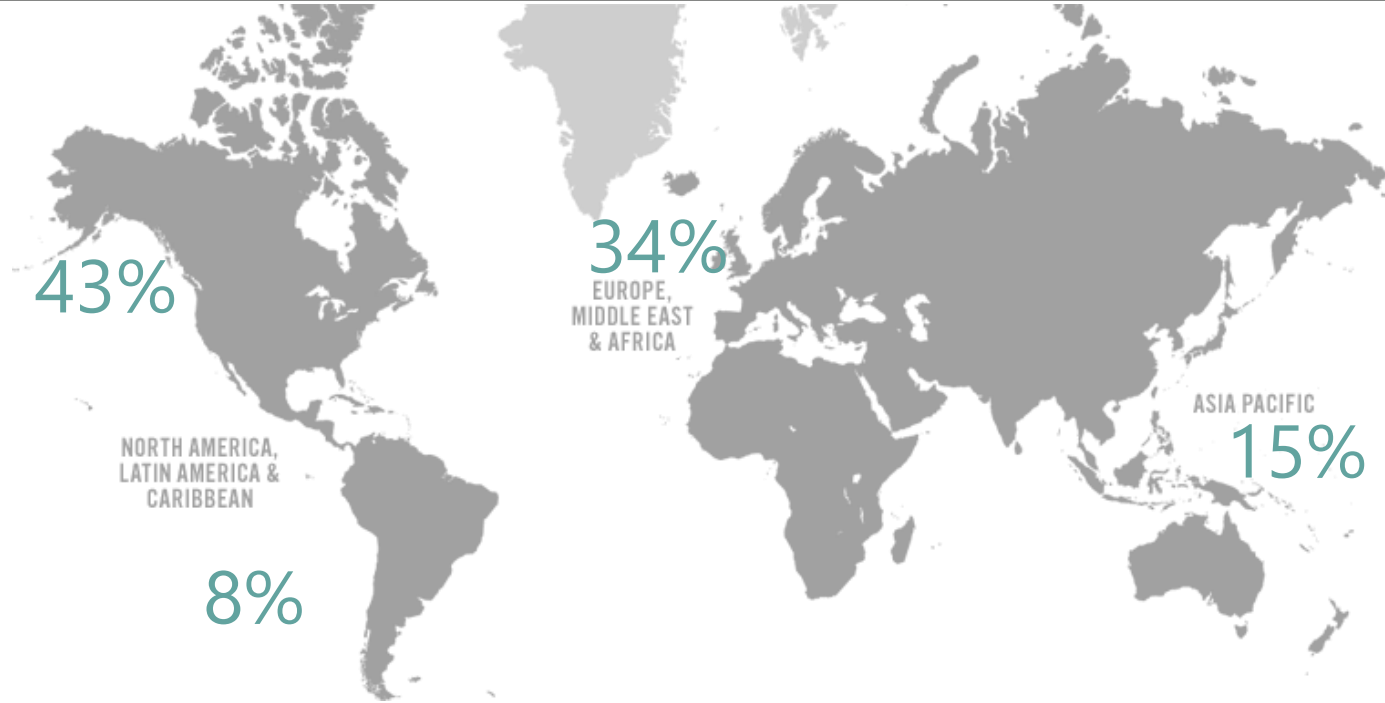
Incentive Travel Industry Index

**from IRF, FICP and SITE Foundation
with Oxford Economics**

December 10, 2020



Respondent Base



- Incentive Agencies and End Users
- Incentive Travel Suppliers

Respondents from **115** Countries

20+ Industries Represented

Top Takeaways – Renewed Prestige



Top Takeaways – Managing Risk



- Safety, security and health
- Balance with experience

Top Takeaways - Commitment

- Strong stakeholder commitment
- Incentive travel value established



Top Takeaways – Incentive Optimism



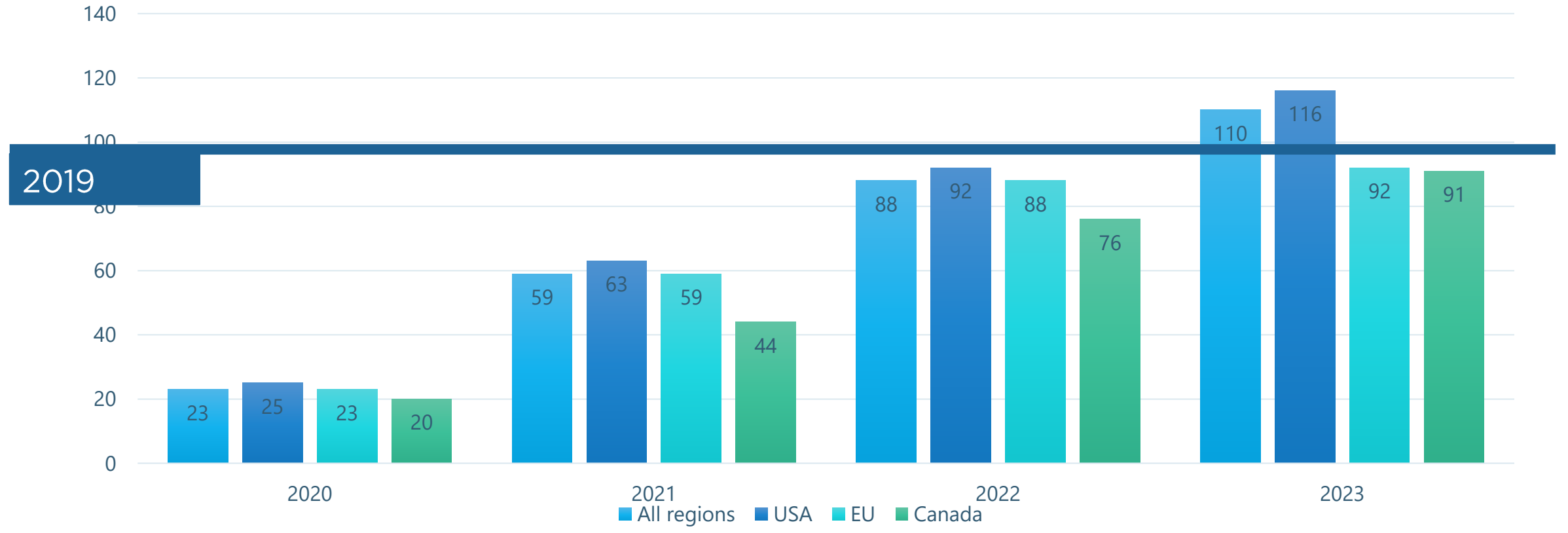
Top Takeaways –Regional Differences



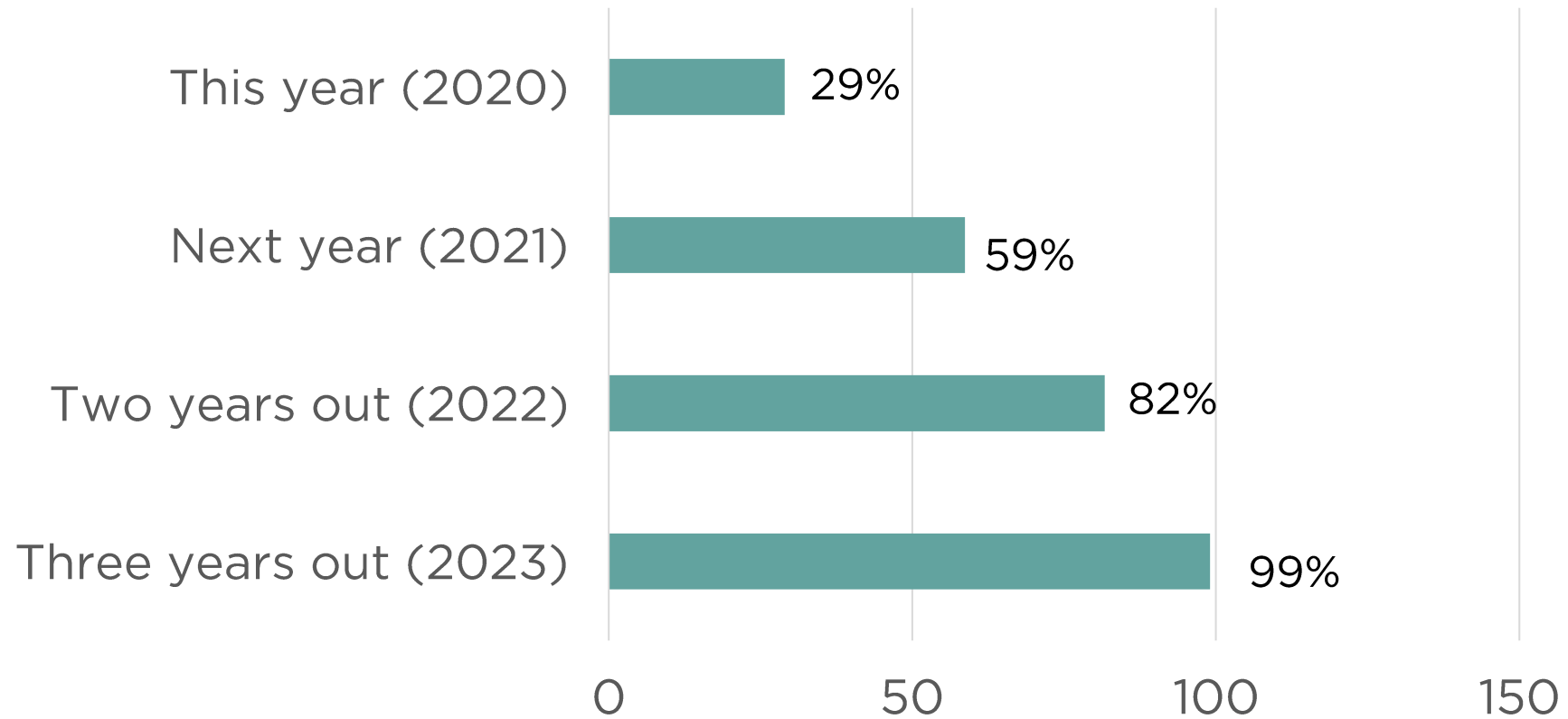
- Europe anticipates slower recovery
- Destination choices - massive shifts!

Expected Return to 2019 Activity Levels

RECOVERY 2020 - 2023 based on 2019

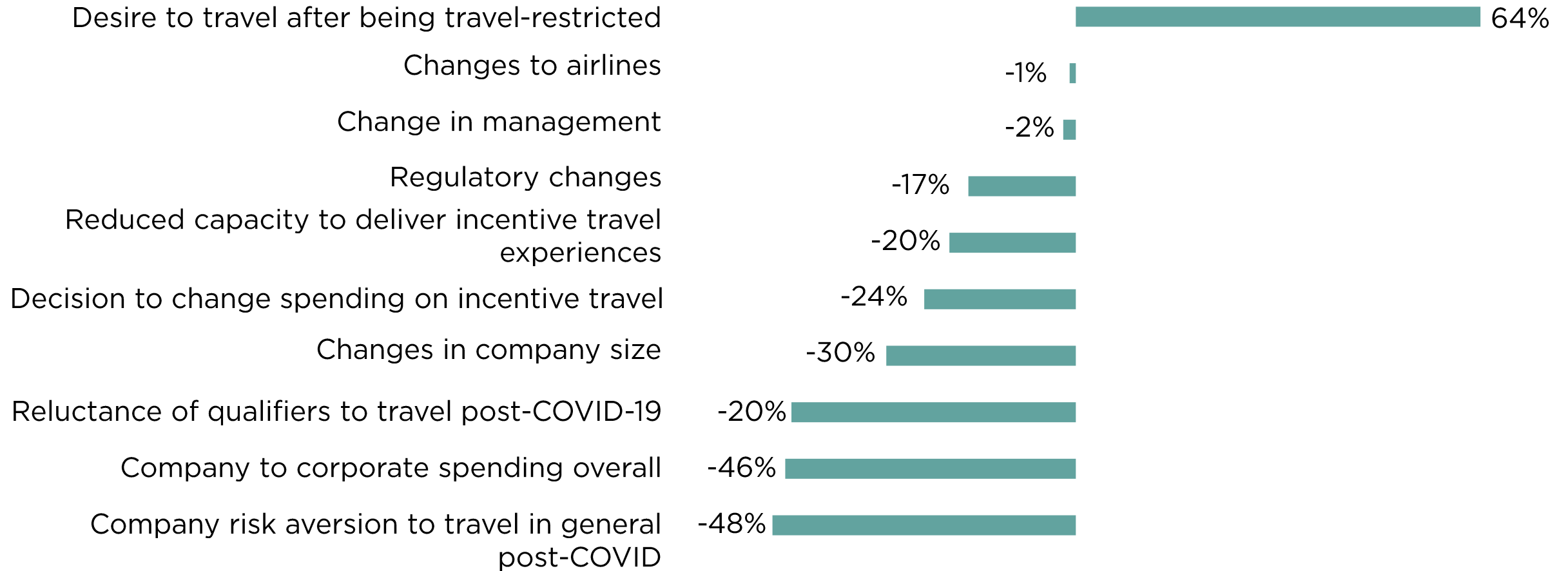


Expected Return to 2019 Budget Levels



G3. Relative to 2019 incentive travel budget, what levels of budgets do you expect for future years?
n=659 respondents

Factors Impacting Recovery

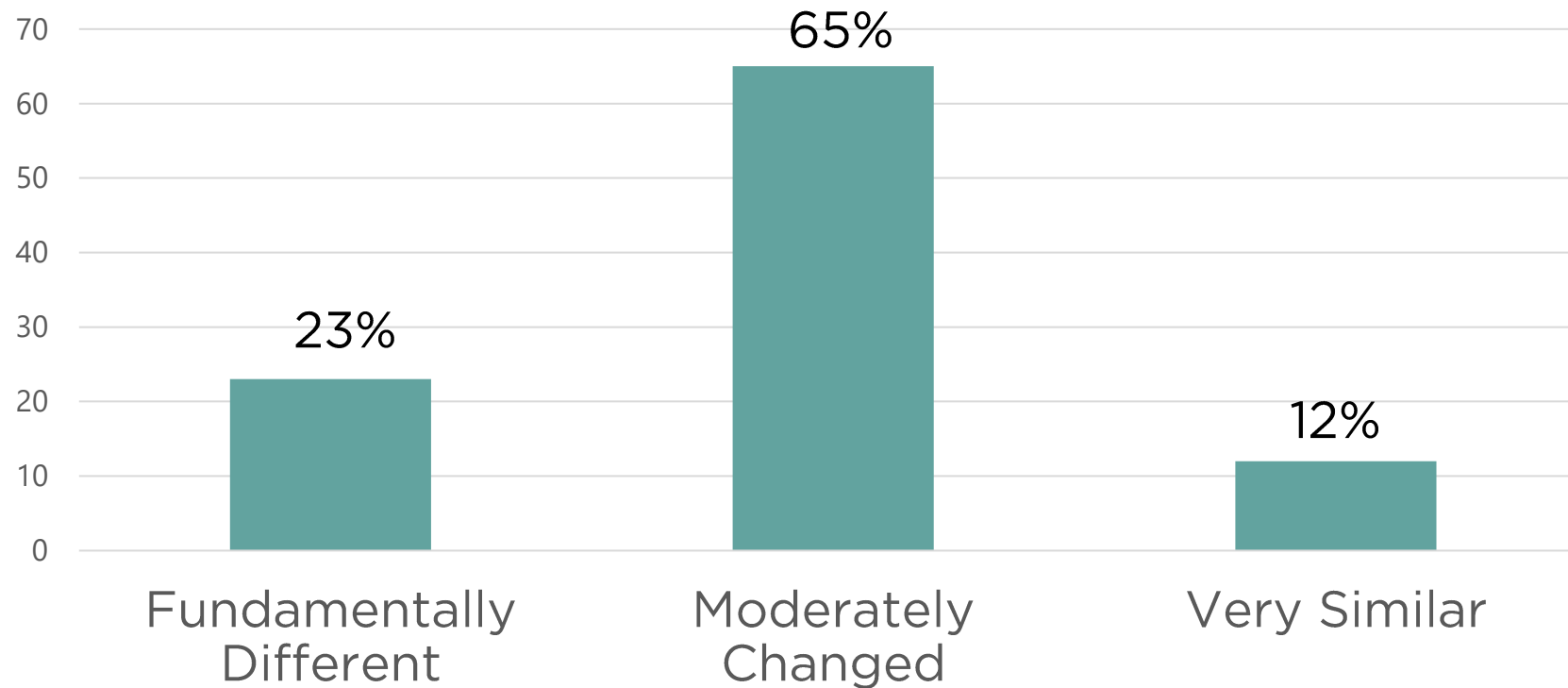


G6. In a post-COVID future, what do you expect will be the greatest positive and negative factors impacting the incentive travel recovery? *Select all that apply.*

Net score=(Greatest positive contributors – Greatest impediments)

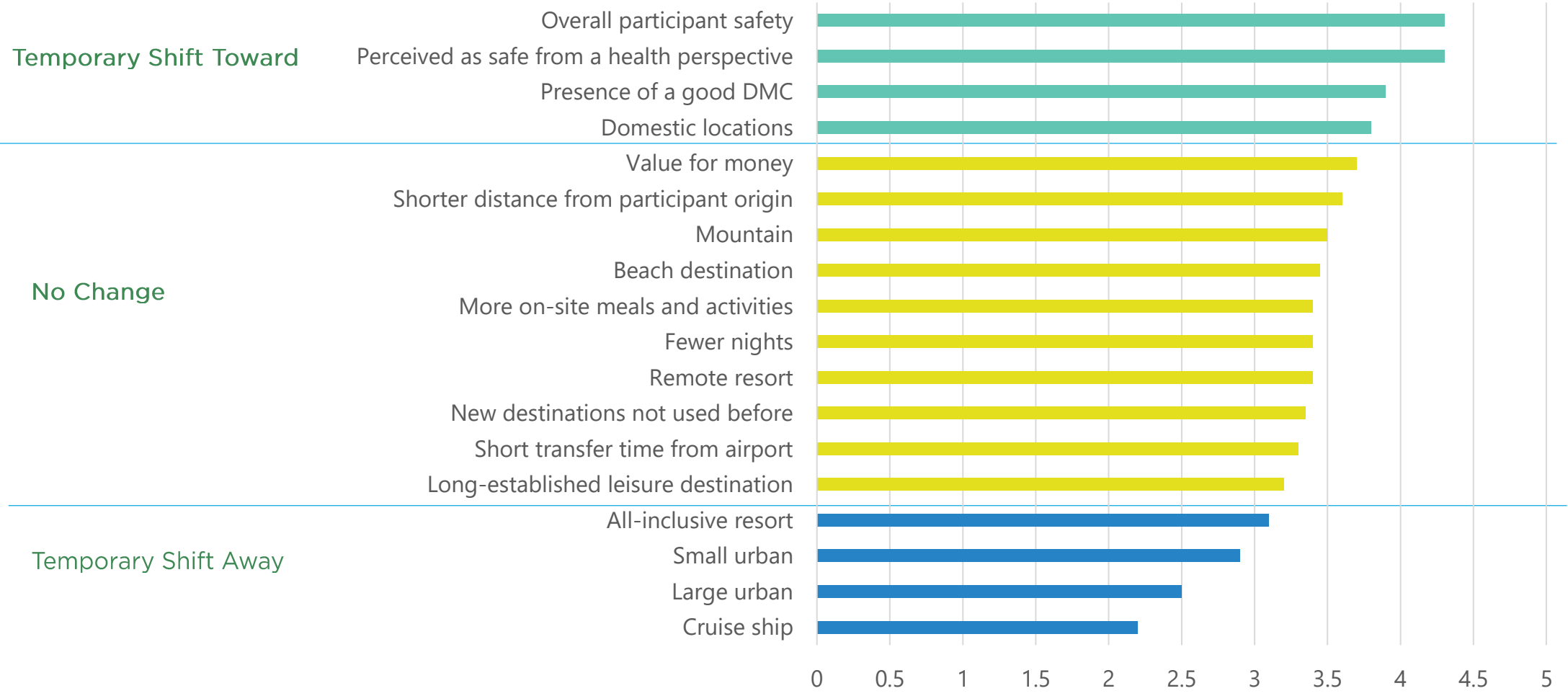
Response base: Buyers, suppliers, DMOs, DMCS, n=1,269

Incentive Travel Post-COVID



G5. Once it has recovered, what does incentive travel look like relative to pre-COVID?
Response base: Buyers, suppliers, DMOs, DMCs, n=1,275 respondents

Shift in Program Characteristics

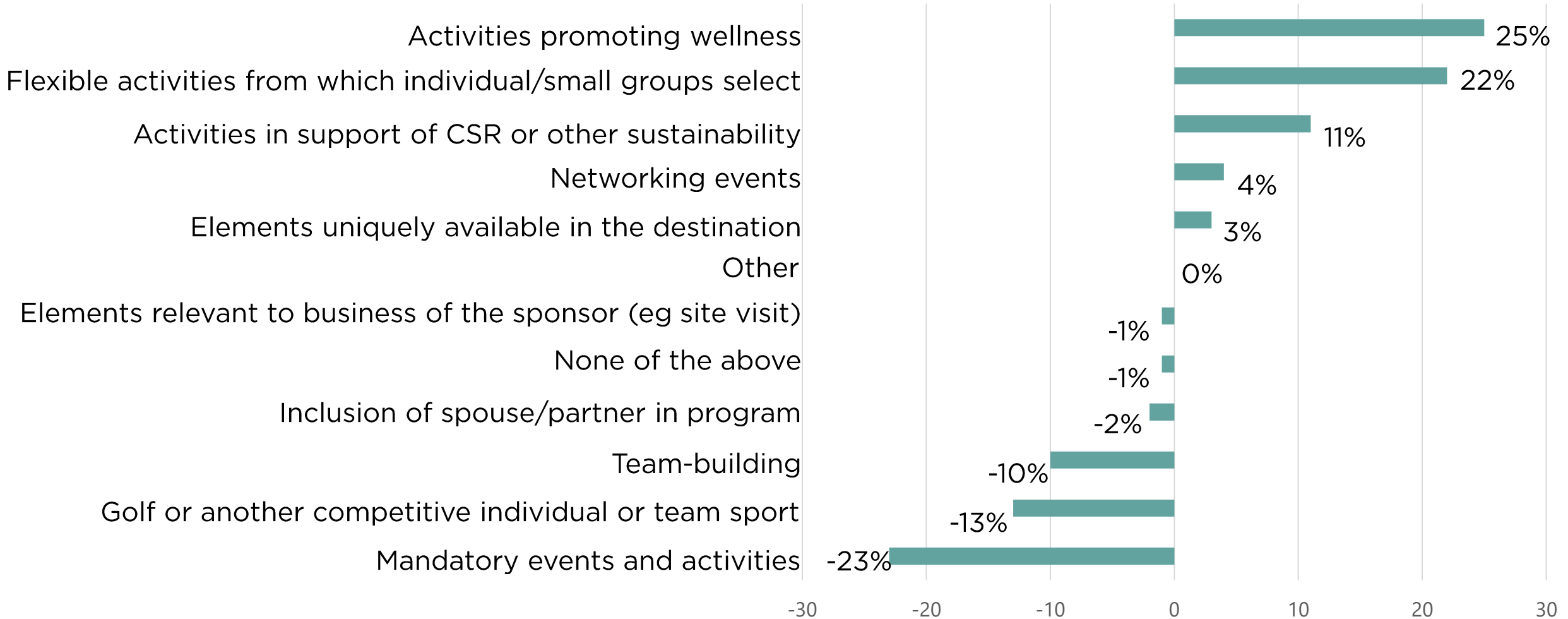


VD2. In light of COVID-19, how are the incentive travel programs in which you are involved shifting?
 Long term shift toward=5, Temporarily shift towards=4, No change=3, Temporarily shift away=2 Long-term shift away=1
 Response base: Buyers, suppliers, DMOs, DMCs, n=1,110 respondents

Top Risk Management Strategies

1. New Sanitation Measures
2. Emergency Preparedness Planning and Education
3. Crisis Plans to Communicate Risk Management
4. Management of Health Concerns and Health Safety
5. 'Hands-Free' Technology
6. 'No Contact' Services (check-in or mobile phone room key)

Changes in Programs Post-COVID

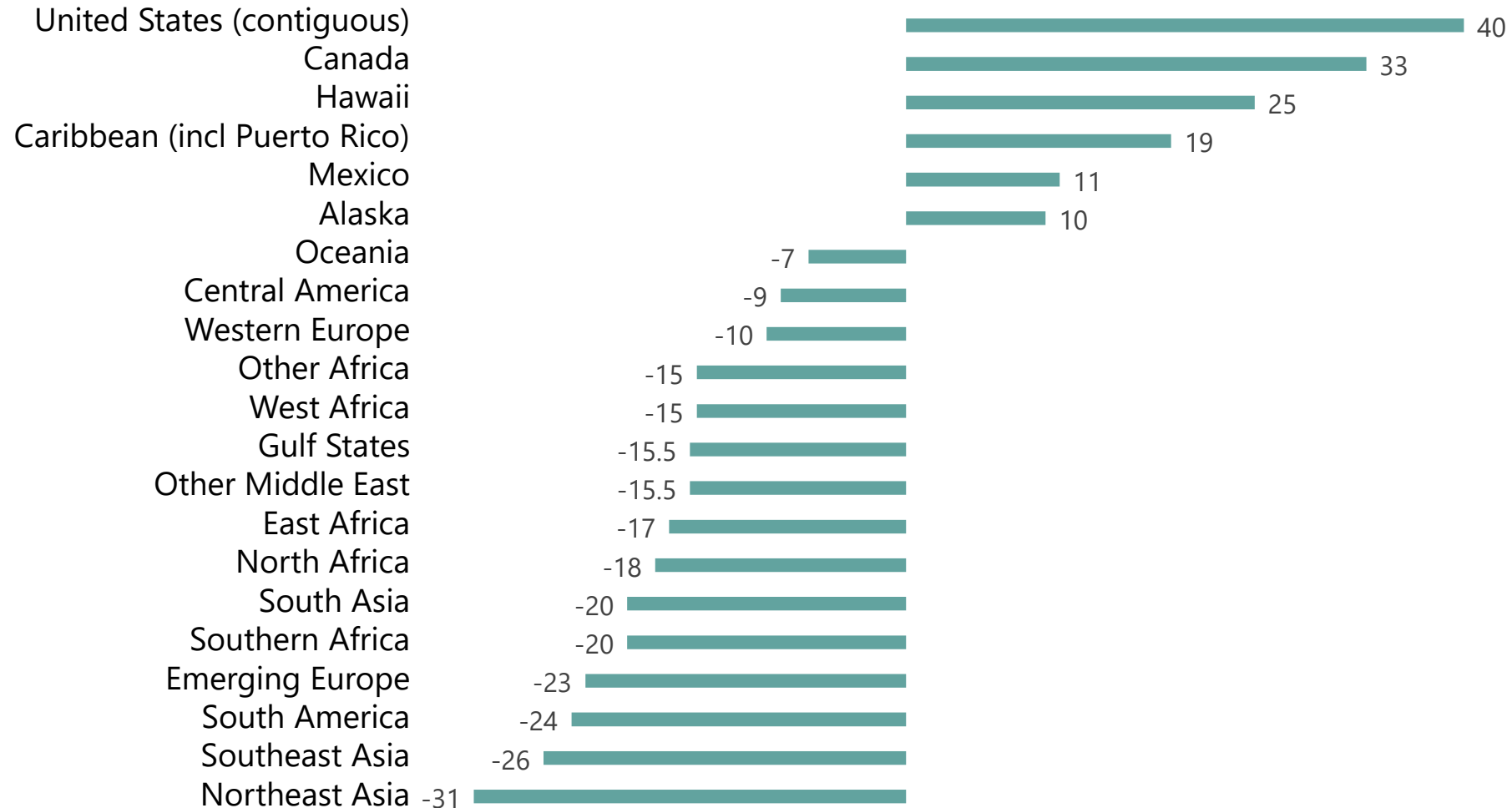


P2. Which program activities and inclusions were typical in the past, and which will be typical in the future?
 Net score (Post-COVID - Pre-COVID) Response base: Buyers, n=568 respondents

Shift toward “Pure Travel”

	2019	2020+
1	Cultural Experiences	Luxury Experiences
2	Group Dining	Cultural Experiences
3	Team Building	CSR
4	Luxury Experiences	Wellness

Future Destination Use: North America



VD1. In light of COVID-19, how do you expect your planned use of the following destinations for incentive travel will change in a post-COVID future relative to pre-COVID (2019)?

Net score ("More"-"Less")

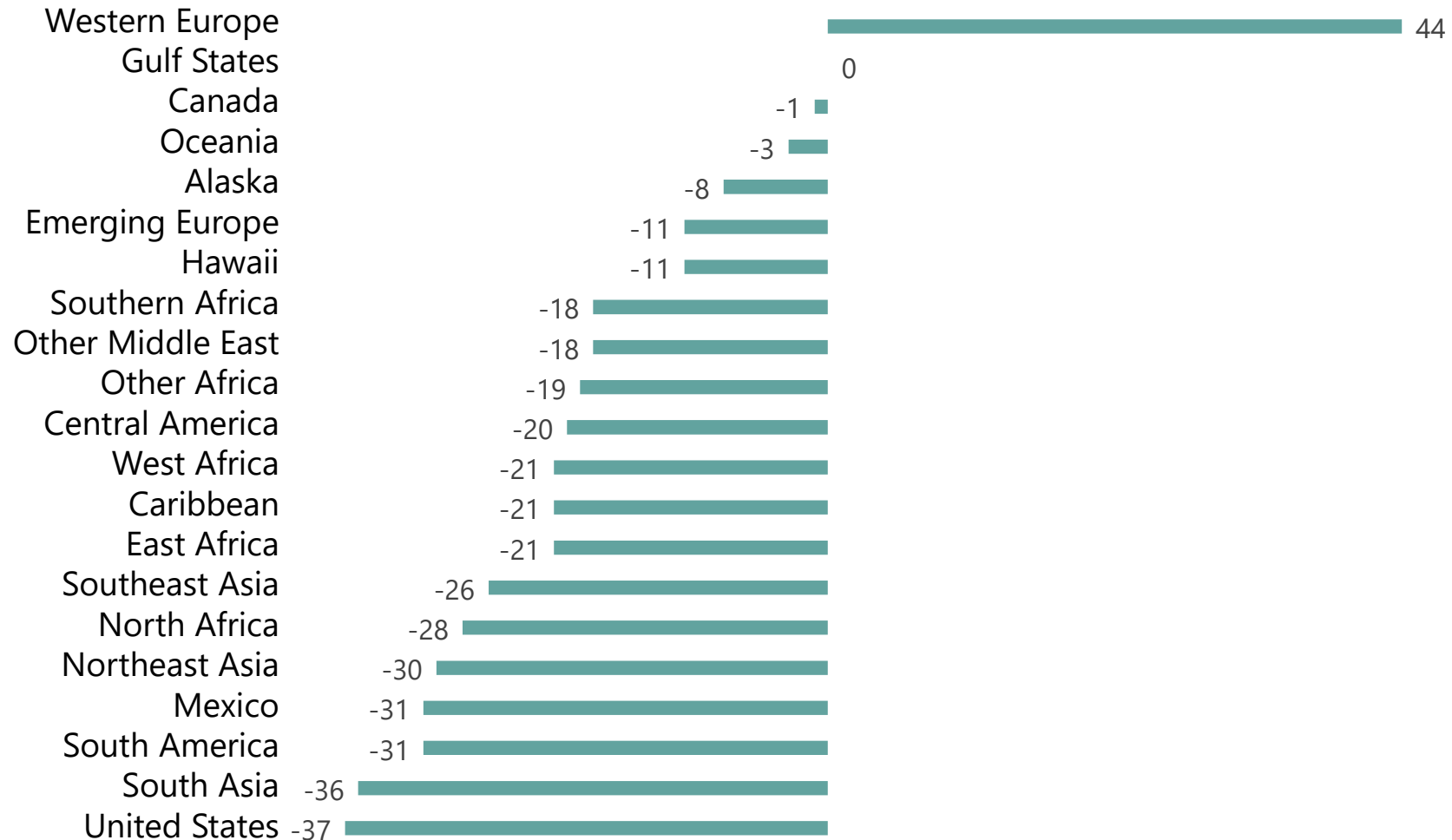
Response base: Buyers, n=288 respondents

USA	
1	USA
2	Hawaii
3	Canada
4	Caribbean
5	Alaska
6	Mexico
7	Central America
8	Oceania
9	Western Europe
10	Other Middle East



Canada	
1	Canada
2	Caribbean
3	Hawaii
4	Oceania
5	Other Africa
6	Western Europe
7	Gulf States
8	West Africa
9	Mexico
10	Other Middle East

Future Destination Use: Europe



VD1. In light of COVID-19, how do you expect your planned use of the following destinations for incentive travel will change in a post-COVID future relative to pre-COVID (2019)?

Net score ("More"-"Less")

Response base: Buyers, n=98 respondents

Top 3 Effectiveness Measures

- ① Participant satisfaction & feedback
- ② Senior management already invested
- ③ Participant stories



Importance of Incentive Travel Benefits

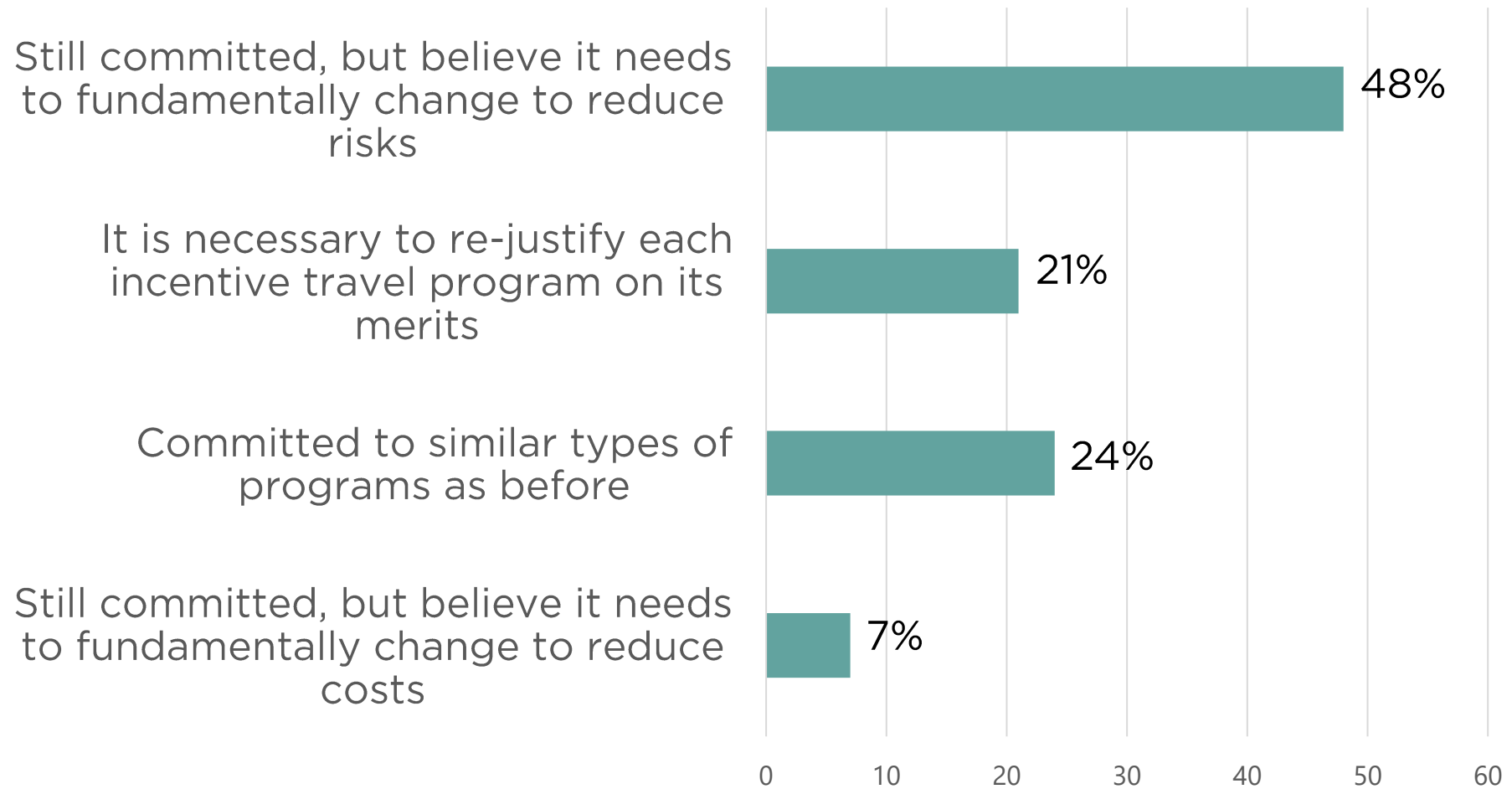
Increasing:

- Improved engagement
- Enhanced customer satisfaction
- Relationship building between employees and management
- Relationship building between employees

Decreasing:

- Enhanced ability to recruit new employees or channel partners

Buyer Views on Incentive Travel



Which of the following statements best describes the views toward resuming incentive travel programs in a post-COVID future among senior management and other stakeholders at the corporations for whom you organize incentive travel programs?

Response base: Buyers, n=555 respondents



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