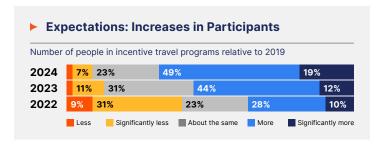


INCENTIVE TRAVEL INDEX

Supplier Highlights

The latest views on the future of incentive travel from over 350 supplier participants, including hotels, cruise lines, AV & production, gifting, technology, food & beverage, transportation, group activities and visitor attractions.





Incentives Increase in Strategic Importance



agree that with a dispersed workforce. incentive travel will have an even more important role in **building** engagement and company culture.



agree that incentive travel is **gaining** strategic importance.



agree that meeting professionals today increasingly have an important 'seat at the table.'

Drivers of Importance



Greater importance of retaining talented emplovees



together a more dispersed workforce

Travel is becoming more valued as a reward

38%

Activities for Success



Activities that promote relationship-building



Luxury travel experiences. "bucket list" inclusions



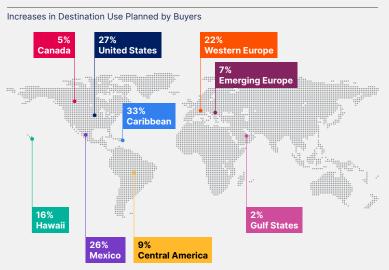
Group cultural or sightseeing experiences



ward celebrations

Free time

Where Are Incentive Trips Going?



Challenges Rising costs, inflation Attracting and retaining talent Uncertainty, short-term planning

Opportunities

The clear and certain knowledge that face-to-face is the single best means to achieve corporate and personal objectives

Renewed appreciation for the value and importance of travel

Solidify incentive travel as a strategic tool

► Increases in Use of Destination Types Planned by Buyers



65% New destinations not used before



Shorter distance from participant origin (e.g., more local/domestic locations)



All-inclusive resort



Resort



