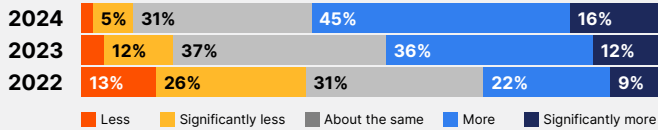


## Incentive Travel Buyer Highlights

The latest views on the future of incentive travel from over 580 professional incentive travel buyers – 71% represented incentive travel agencies and 29% were end-users.

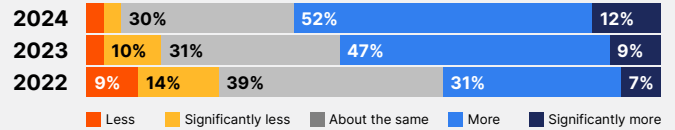
### Expectations: Increases in Participants

Number of people in incentive travel programs relative to 2019

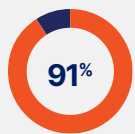


### Expectations: Per-Person Spending Increasing

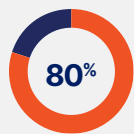
Level of spending per person for incentive travel programs relative to 2019



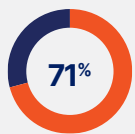
### Incentives Increase in Strategic Importance



91% agree that with a **dispersed workforce**, incentive travel will have an even more important role in **building engagement** and **company culture**.

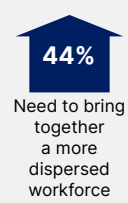
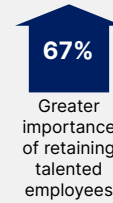


80% agree that incentive travel is **gaining strategic importance**.

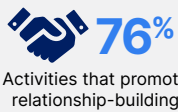


71% agree that **meeting professionals** today increasingly have an **important 'seat at the table.'**

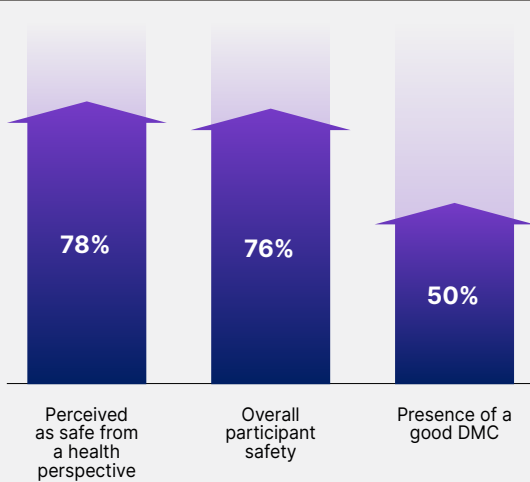
### Drivers of Importance



### Activities for Success

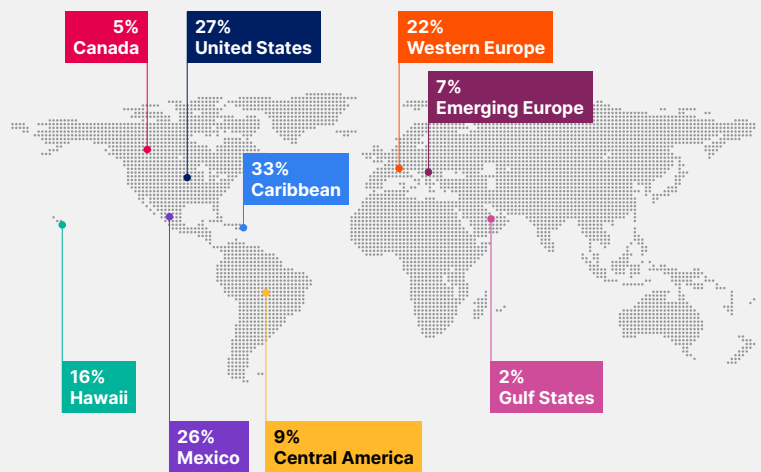


### Program Considerations Increasing in Importance



### Where Are Incentive Trips Going?

Increases in Destination Use Planned by Buyers



### Increases in Use of Destination Types

