

▶ **Industry Outlook for 2025:
Merchandise, Gift Cards, and Event Gifting**

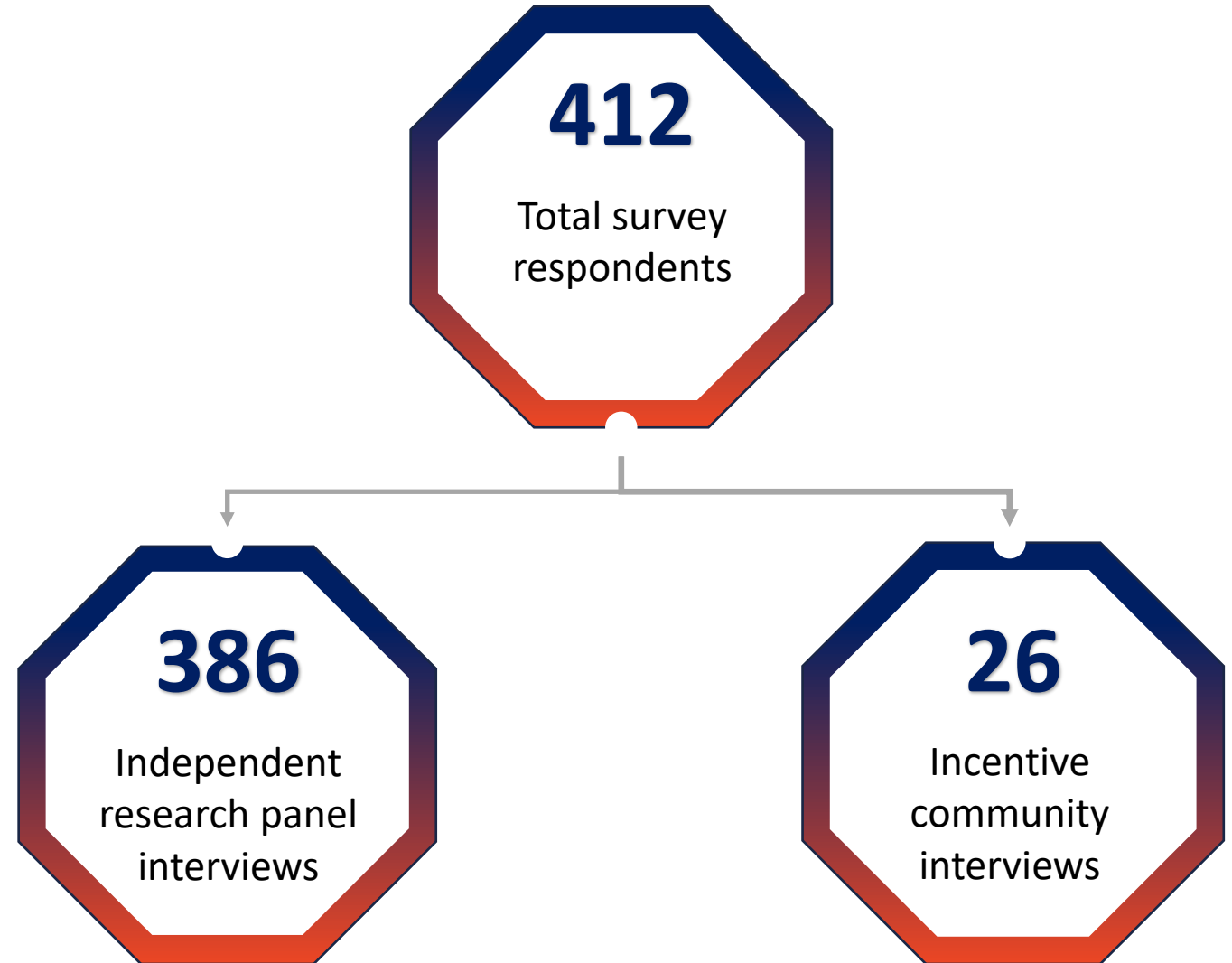
December 2024

► Research Overview

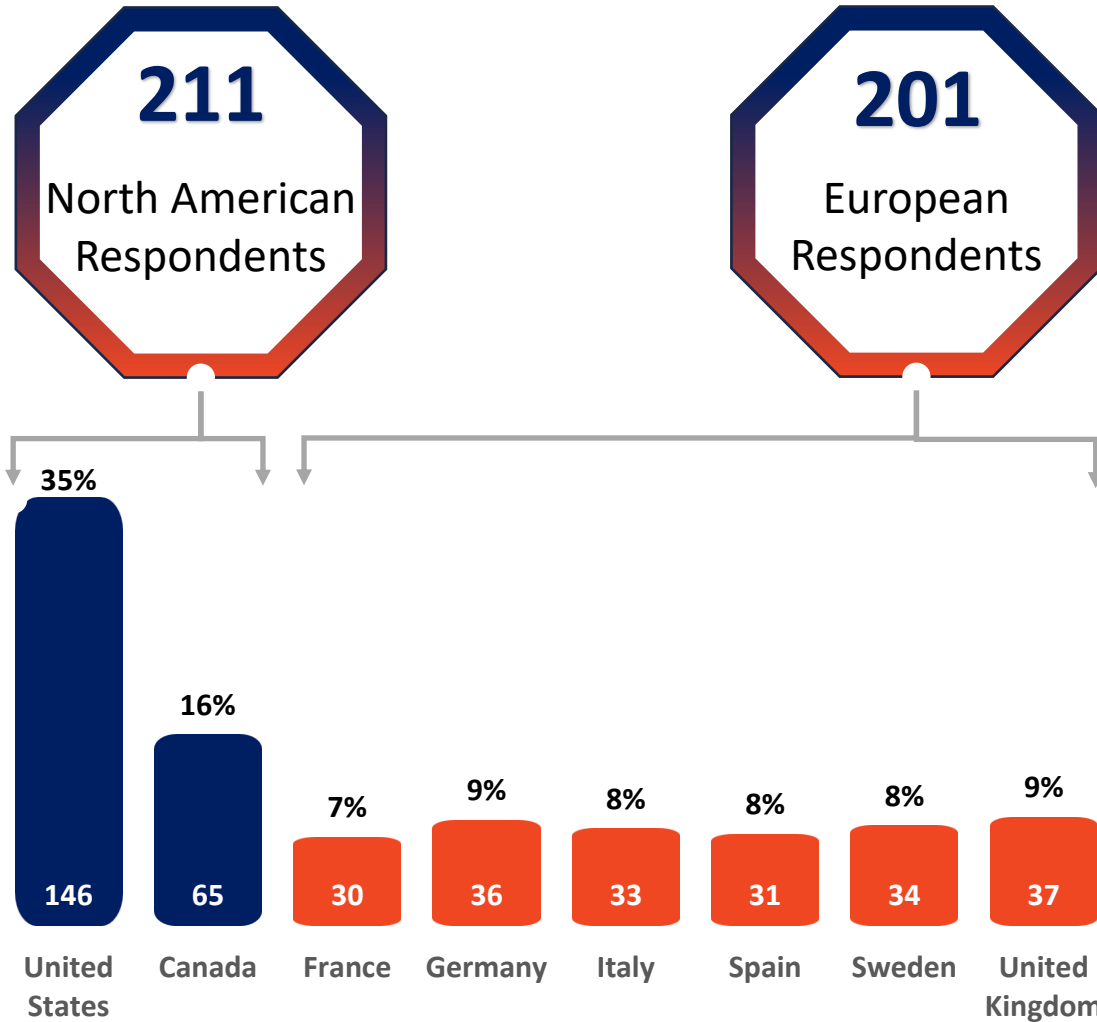
During September and October 2024, the Incentive Research Foundation (IRF) conducted the 2025 Industry Outlook survey, an annual tracking study that offers key insights into current trends, challenges, and opportunities within the incentive and recognition industry.

Respondents meet the following criteria:

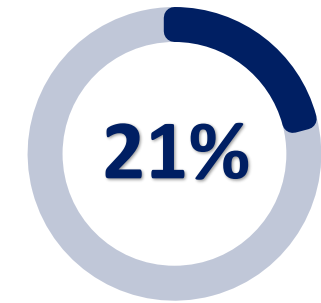
- Full-time employee
- Industry professionals who provide or manage gift card and/or merchandise incentive programs
- Have comprehensive knowledge of non-cash incentive programs, including spend-related details



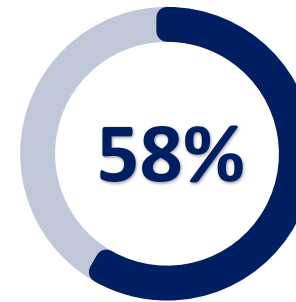
▶ Respondent Profile



Corporate (e.g., Buyer, Planner, Sales, HR)



Third Party (e.g., Incentive Company, Travel Agency, Consultant)



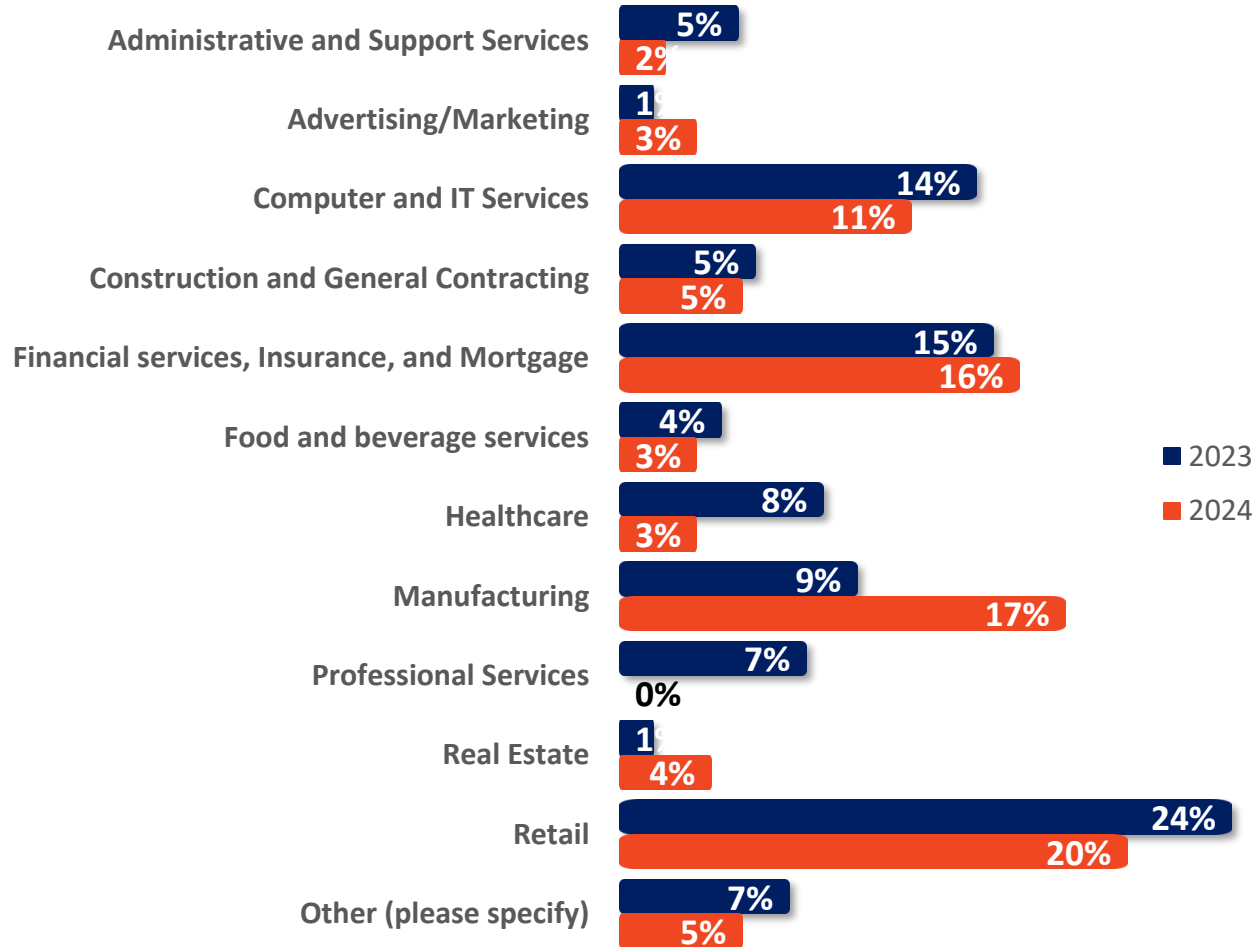
Participate in a channel rewards program



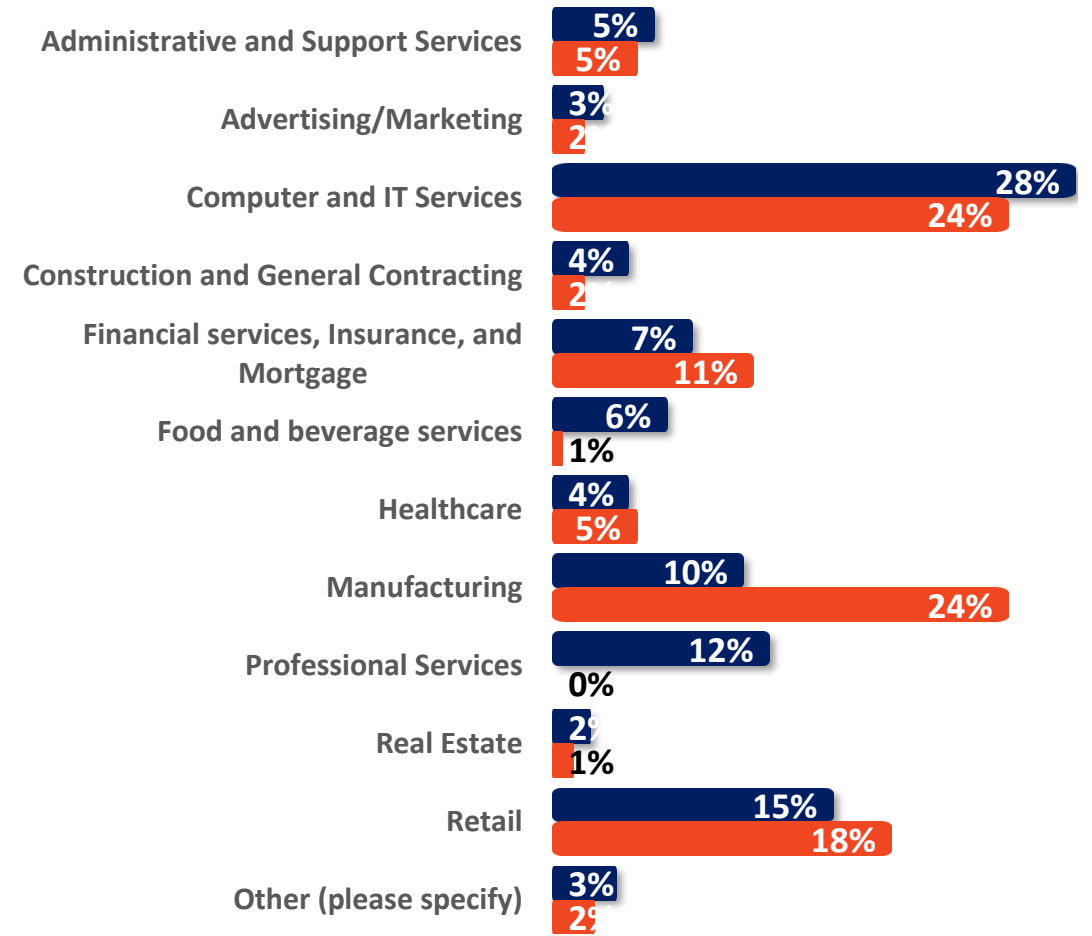
Participate in an employee rewards program

▶ Respondent Profile

North America

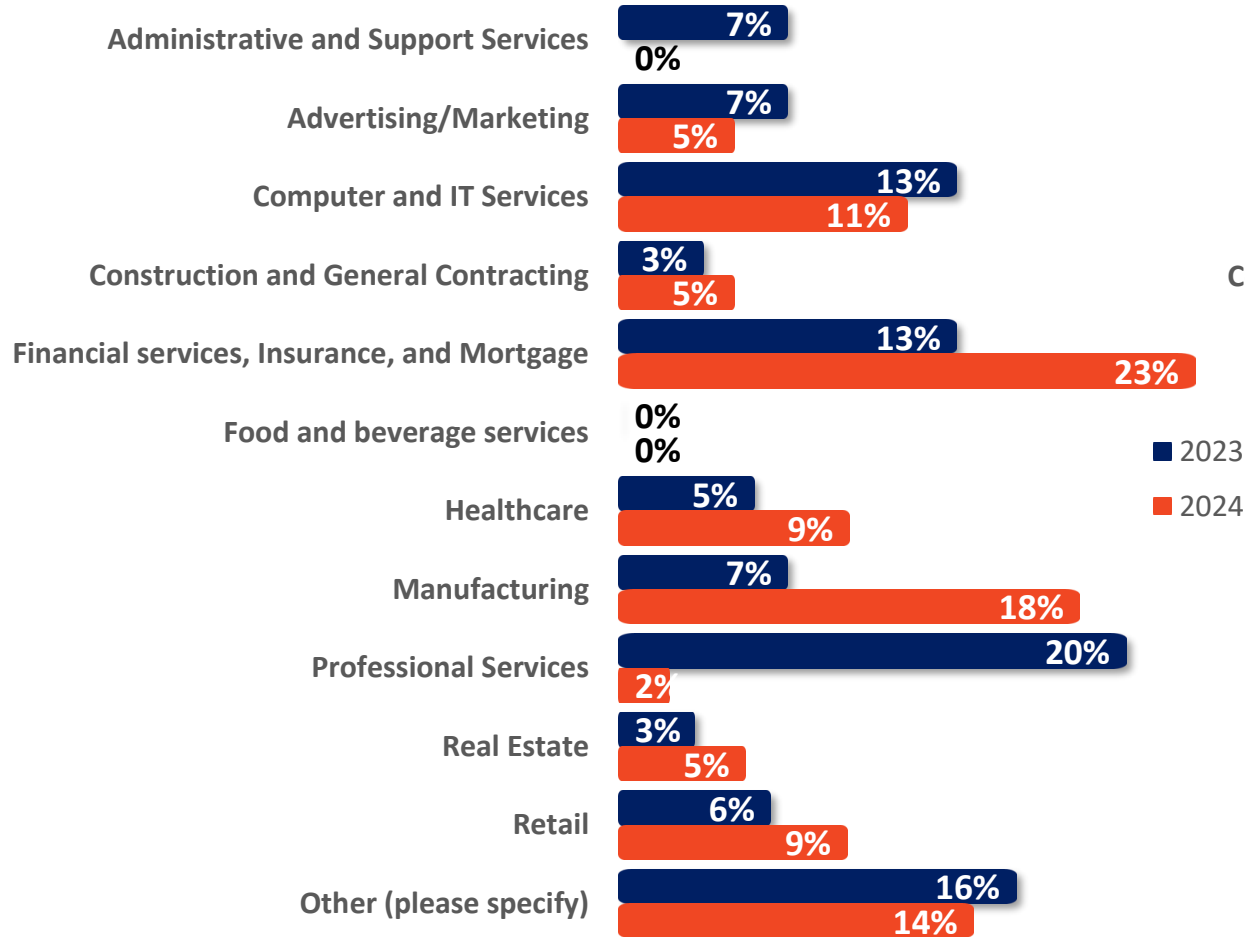


Europe

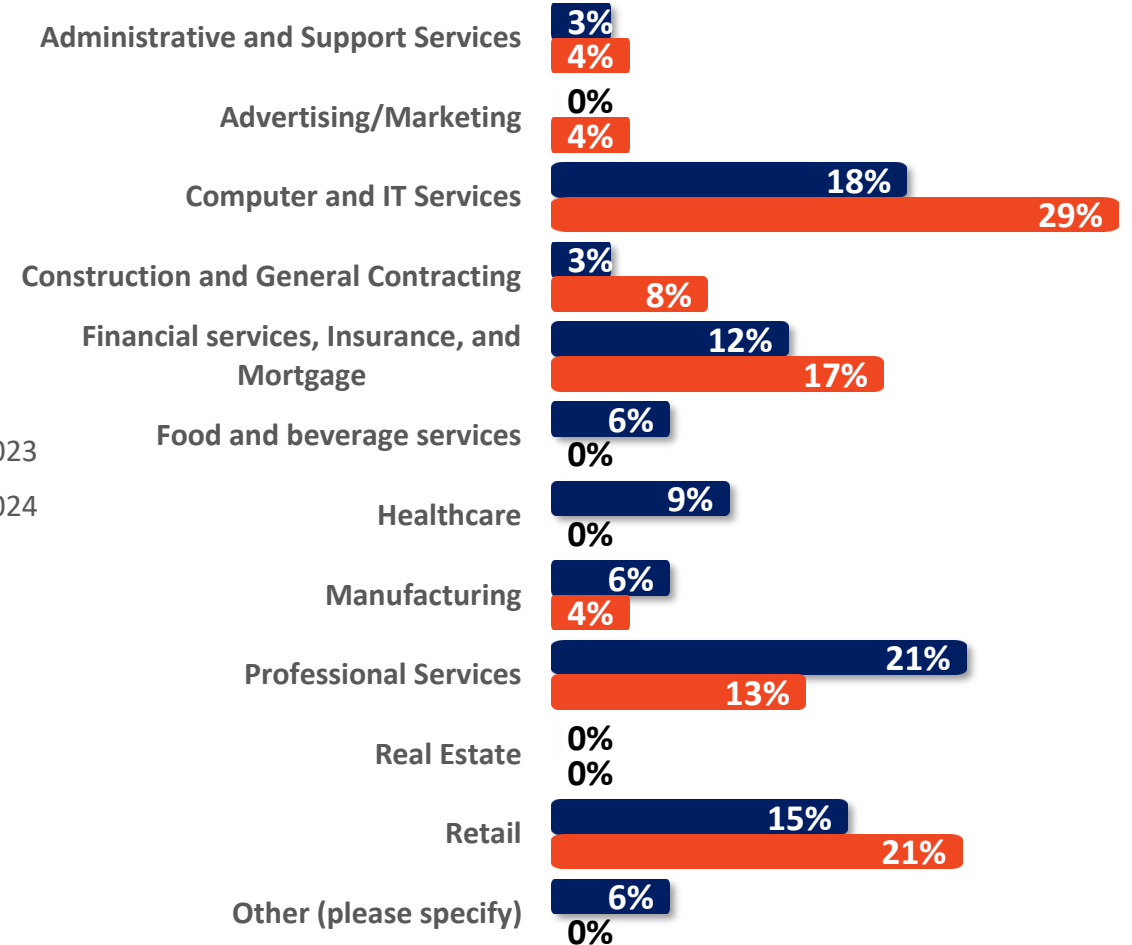


▶ Respondent Profile: Industry Distributions – Third Party

North American Third Party Industries

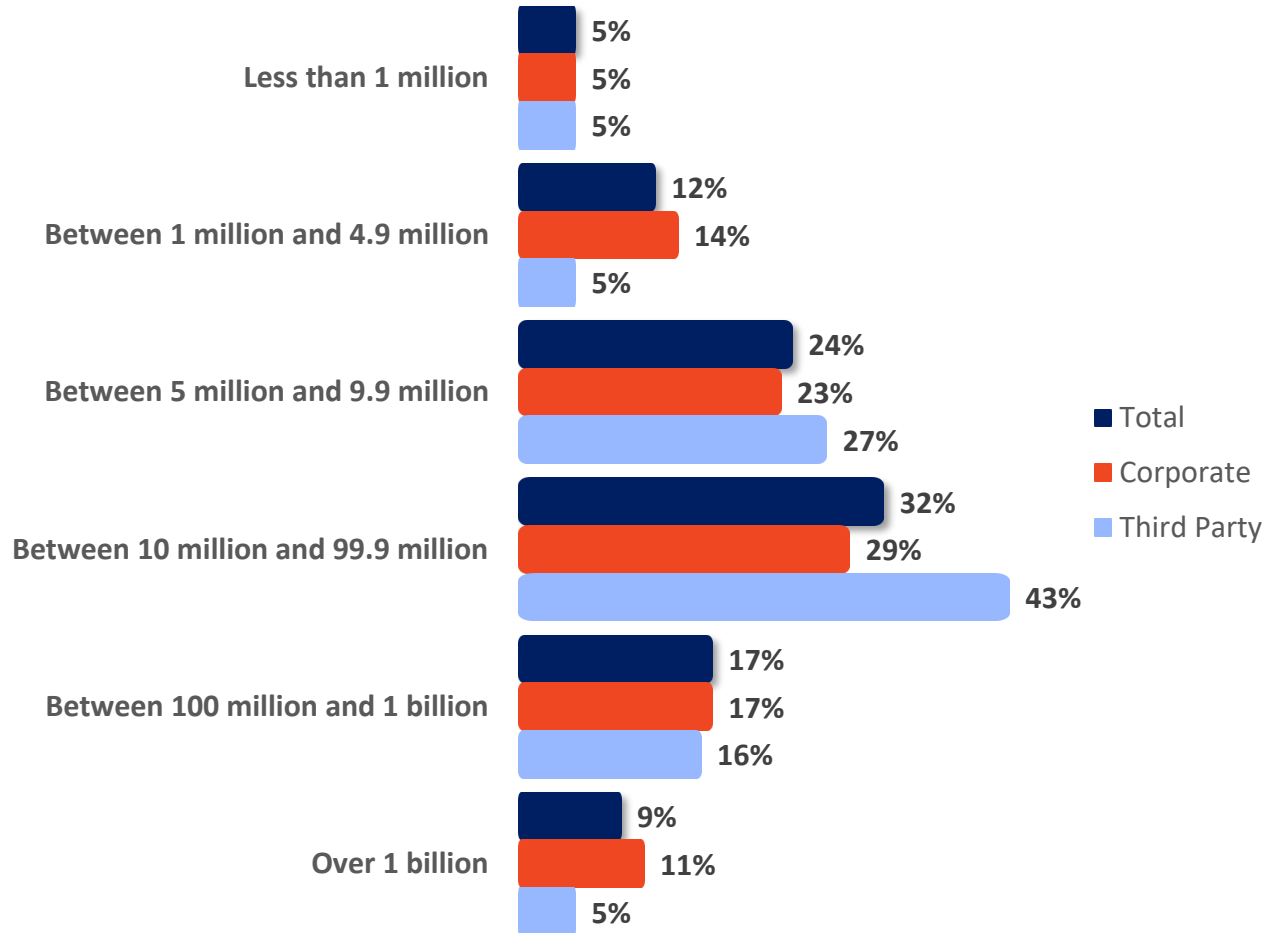


European Third Party Industries

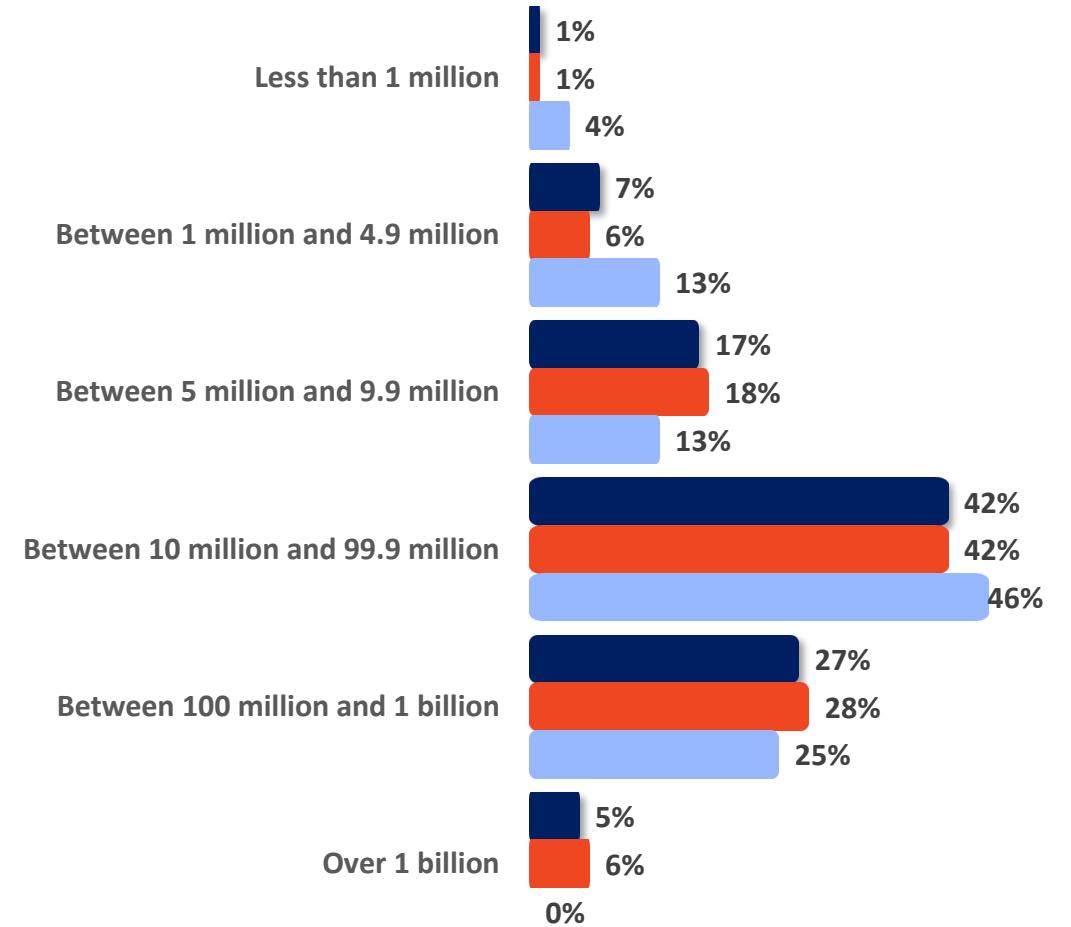


▶ Respondent Profile

North American Company Revenue



European Company Revenue

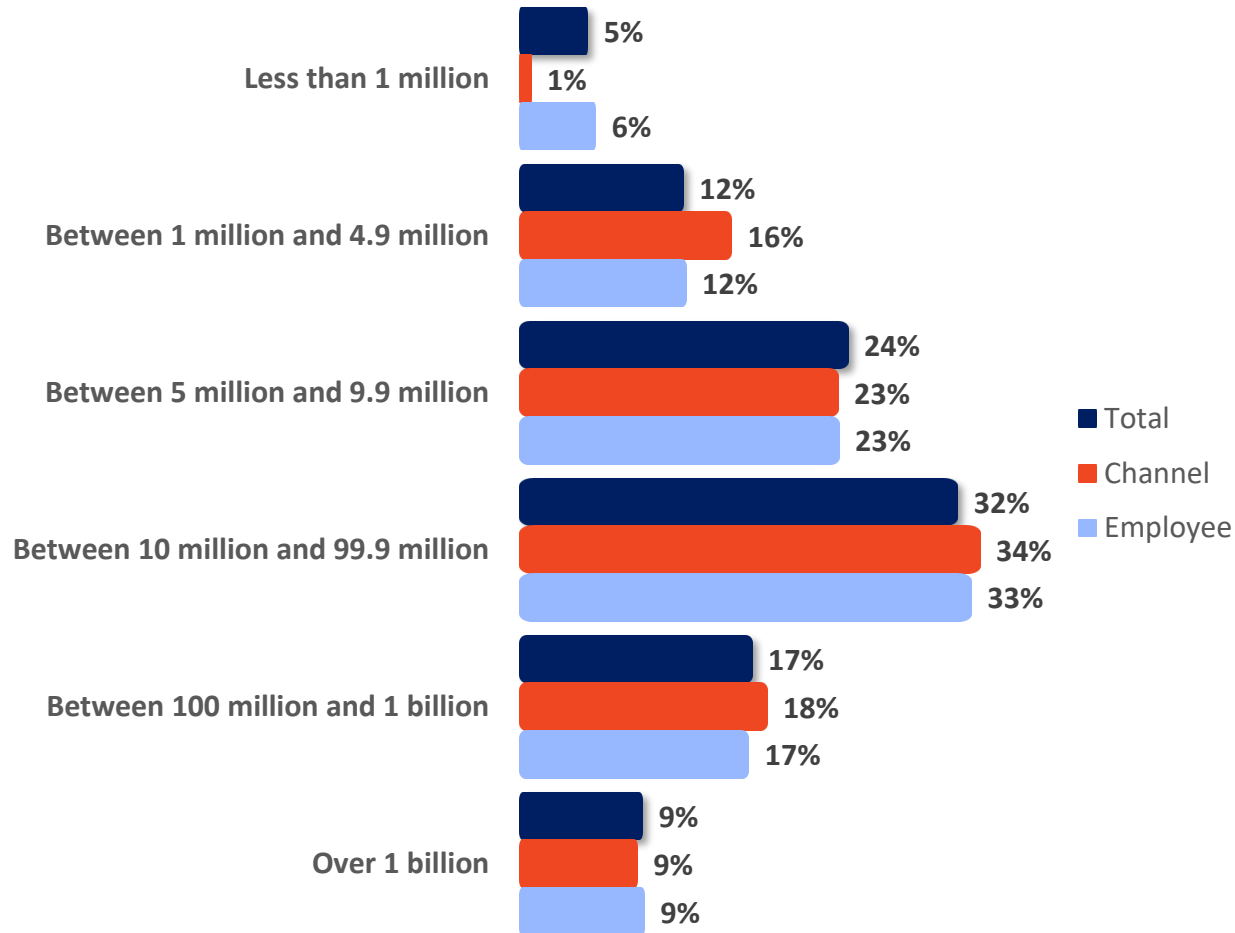


S12: Which best represents the annual revenue of your company?

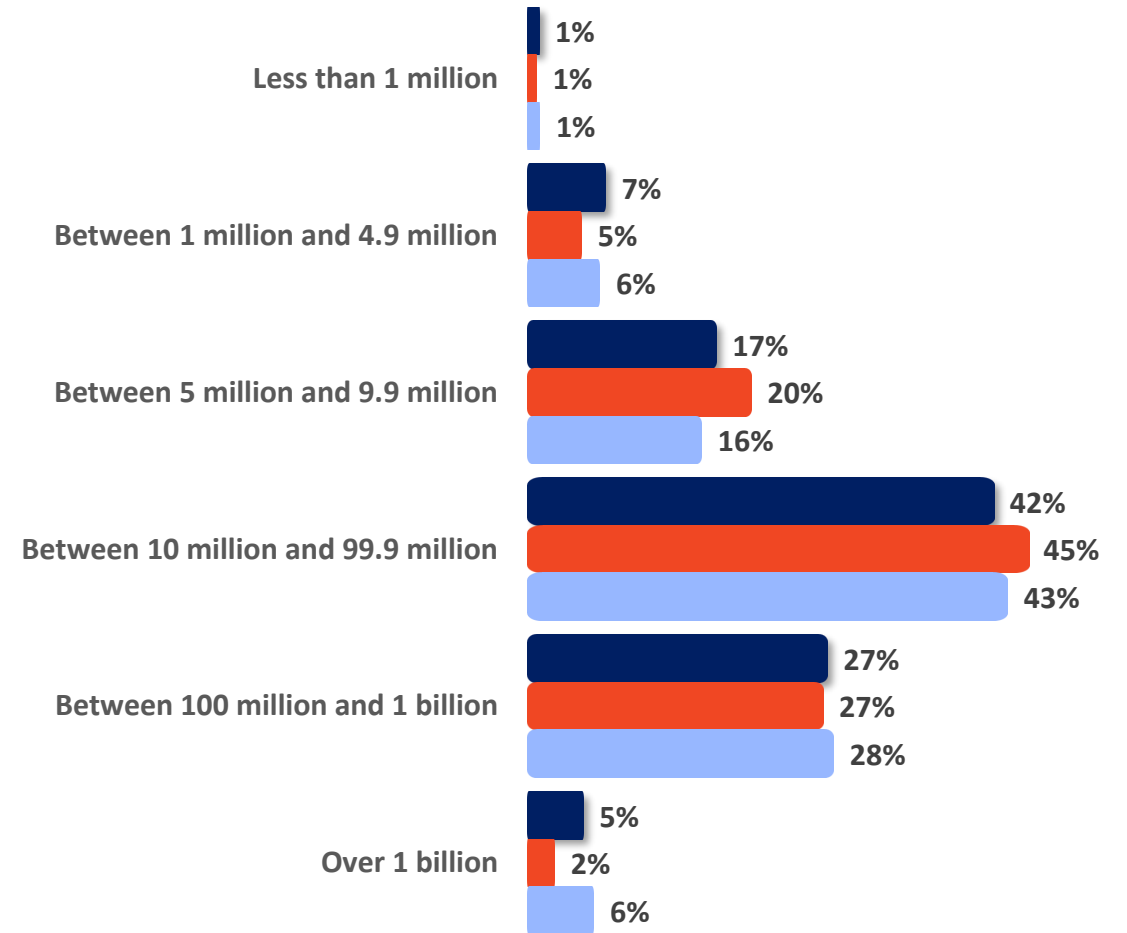
*Monetary amount in \$ for North American and € for Europe

▶ Respondent Profile

North American Company Revenue



European Company Revenue



S12: Which best represents the annual revenue of your company?

*Monetary amount in \$ for North American and € for Europe

▶ Methodology Considerations

While there have been notable changes in the sampling approach compared to previous years (including shifts in industry distributions, the removal of the supplier audience, and an increased representation of higher-revenue companies) examining the results within these segments reveals that overall industry trends are not dependent on these segment differences.

As in previous years, no weighting has been applied to the data to account for variances in response counts across stakeholder groups. The totals reported represent the base across all survey respondents.

North American and European results are presented separately.

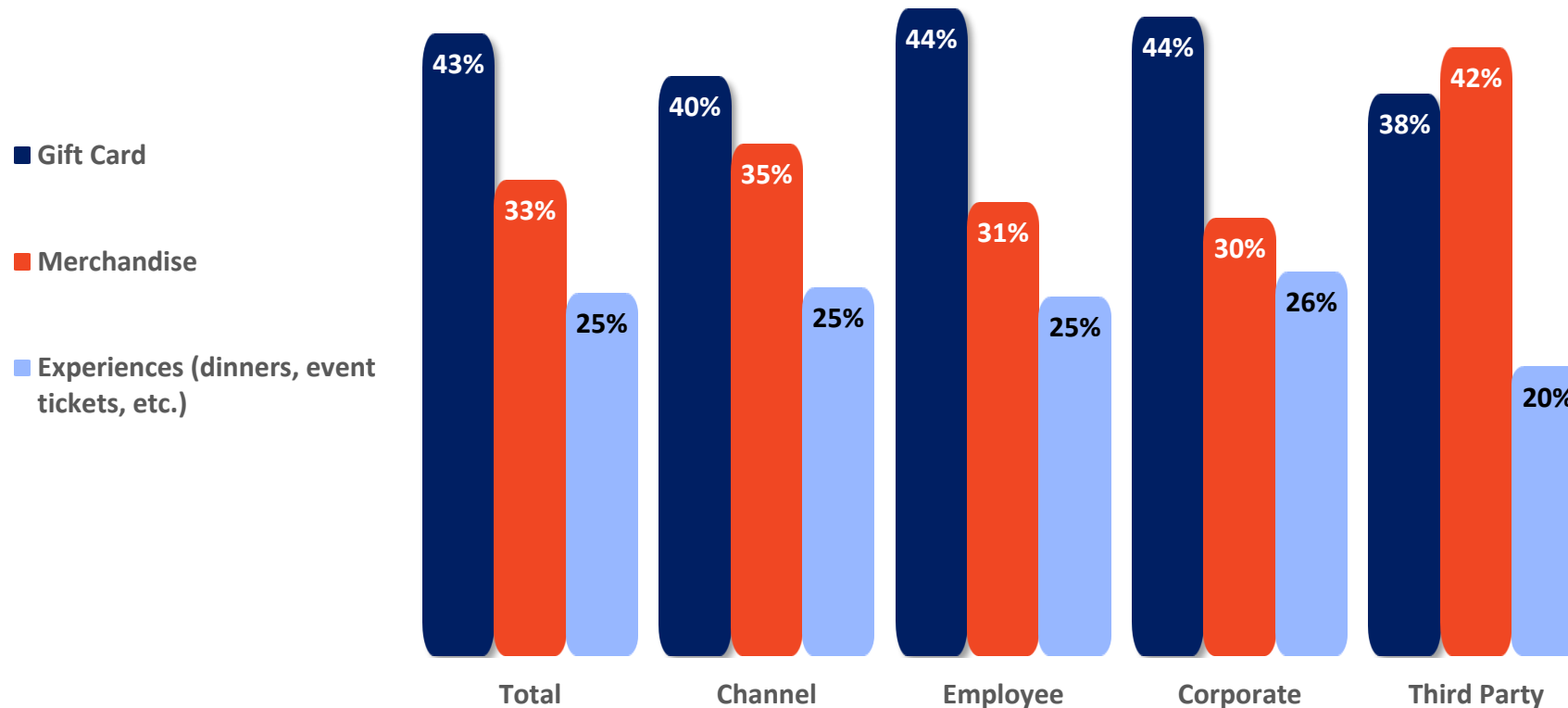


General Program Outlook

► Rewards Allocation

Gift cards remain the most popular incentive in North America

North American Average Rewards Allocation



Gift Cards account for 40% or more of incentives across all groups except third-party providers

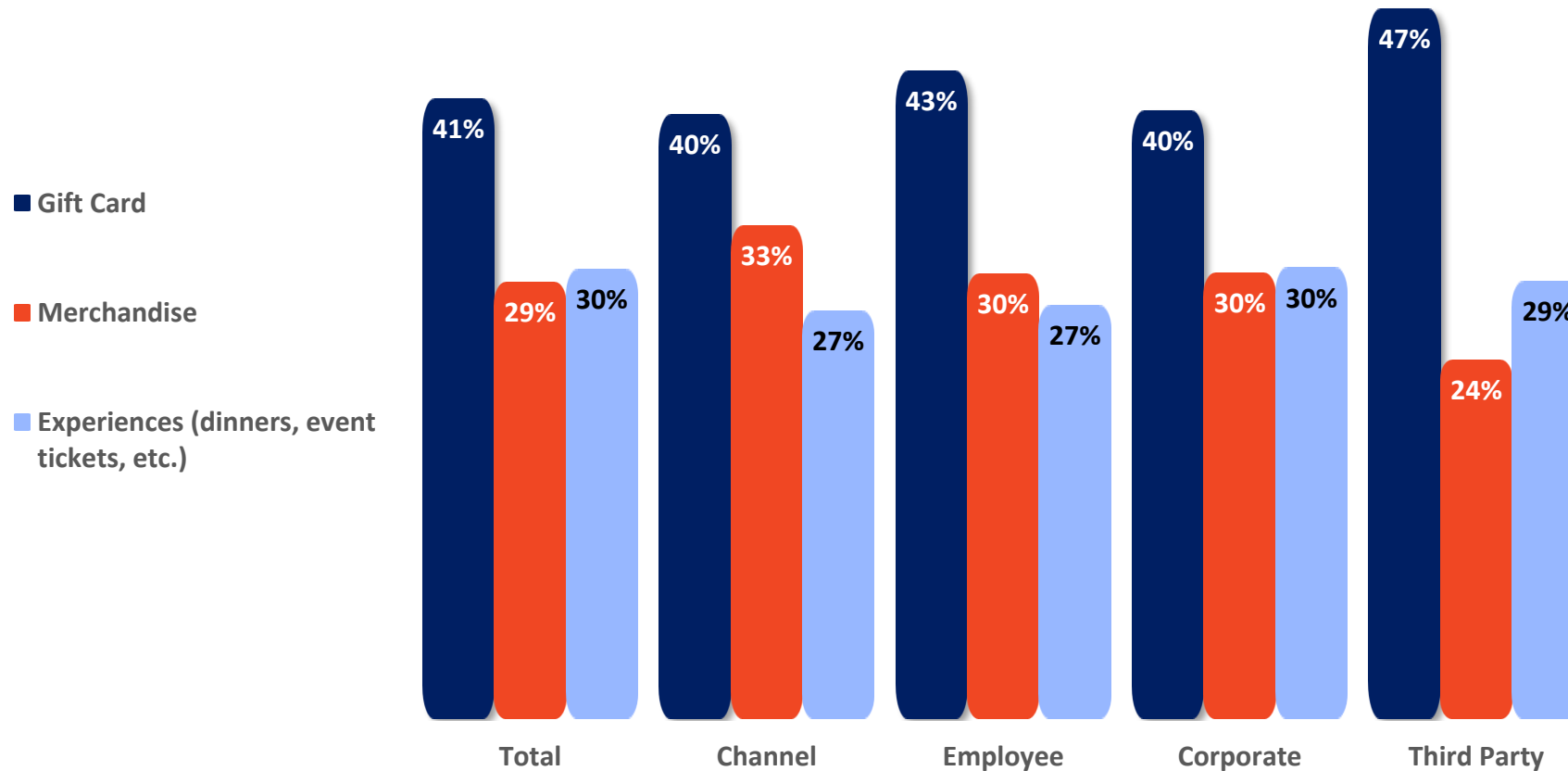
Merchandise is the most popular incentive among third parties at 42%

Experiential rewards account for just 20% to 26% of incentives across all groups

► Rewards Allocation

Gift cards are also the leading reward type in Europe

European Average Rewards Allocation



Gift cards account for 40% or more of incentives across all groups, with third-party providers at 47%

Merchandise and experiential rewards have similar allocations

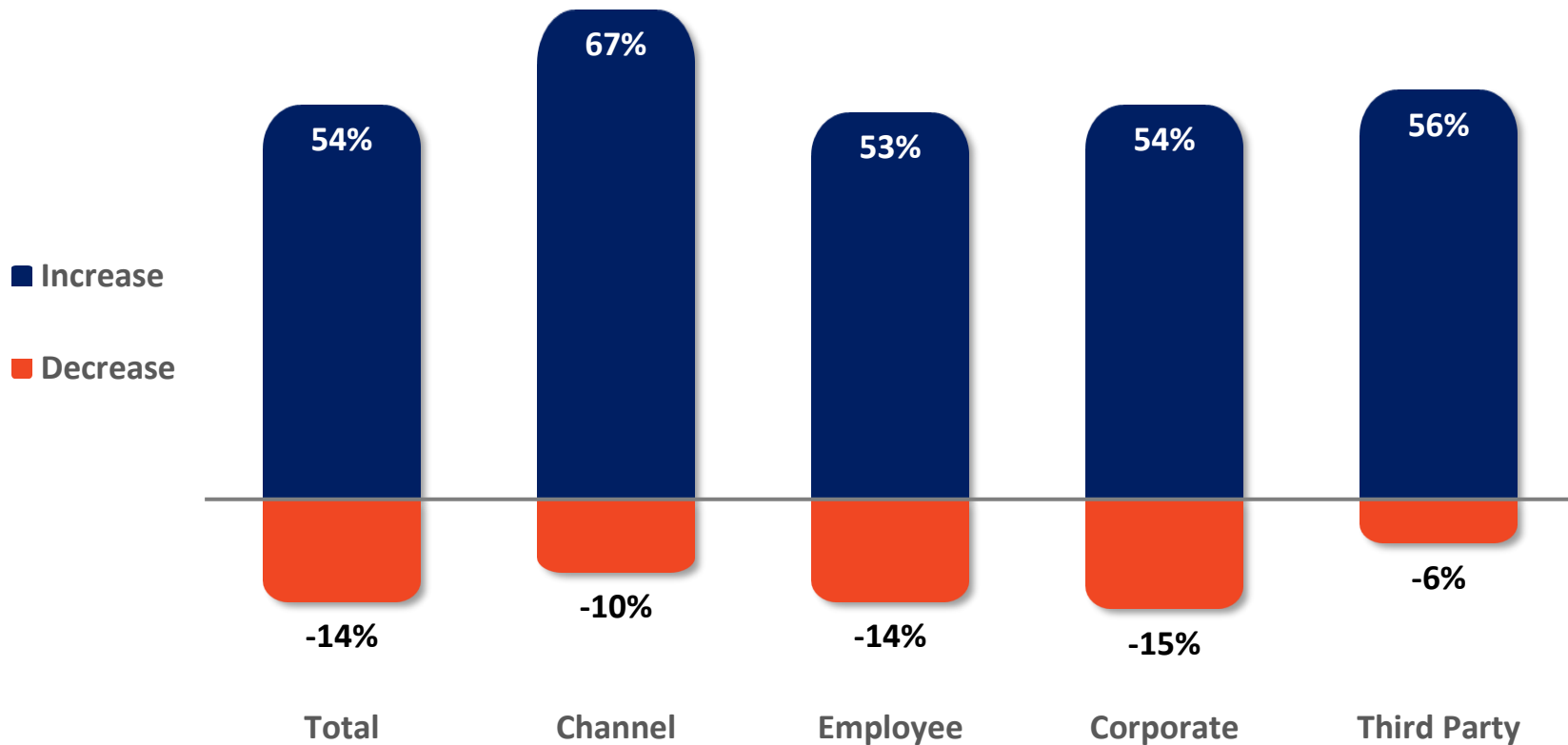
Merchandise (33%) is preferred over experiences (27%) by channel programs.

Experiential rewards are preferred by third parties (29%) over merchandise (24%)

▶ Experiential Reward Usage

In North America, experiential rewards are likely to see a strong increase in the coming year

North American Anticipated Changes in Experiential Rewards Usage



54% of North Americans anticipate an increase in experiential rewards, with only 14% expecting a decrease

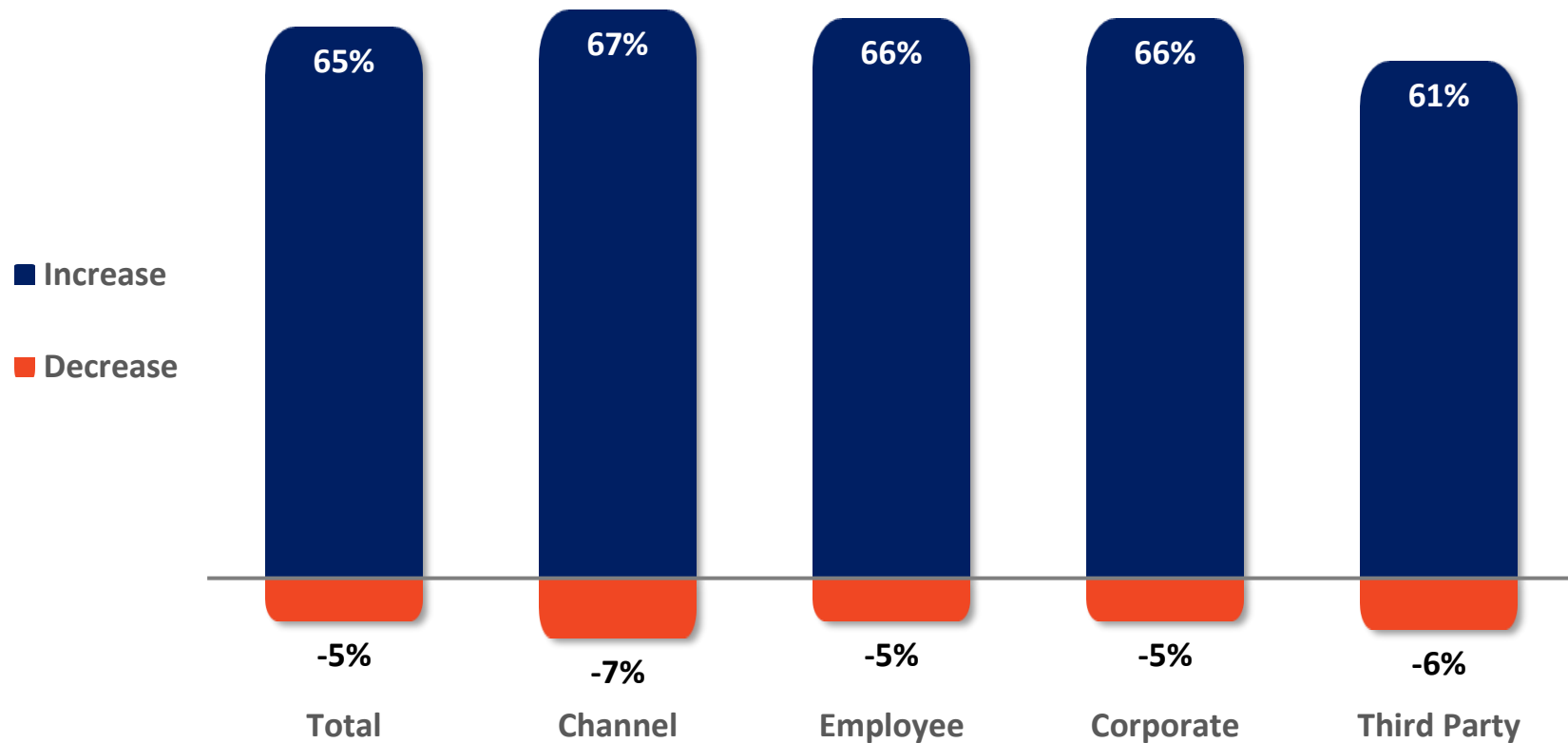
67% of channel programs predict an increase, the highest among all groups

Corporate entities and third-party providers expect similar rates of increase in experiential rewards, though corporate entities are more likely to experience decrease

▶ Experiential Reward Usage

Europeans expect an even greater increase of experiential reward usage

European Anticipated Changes in Experiential Rewards Usage



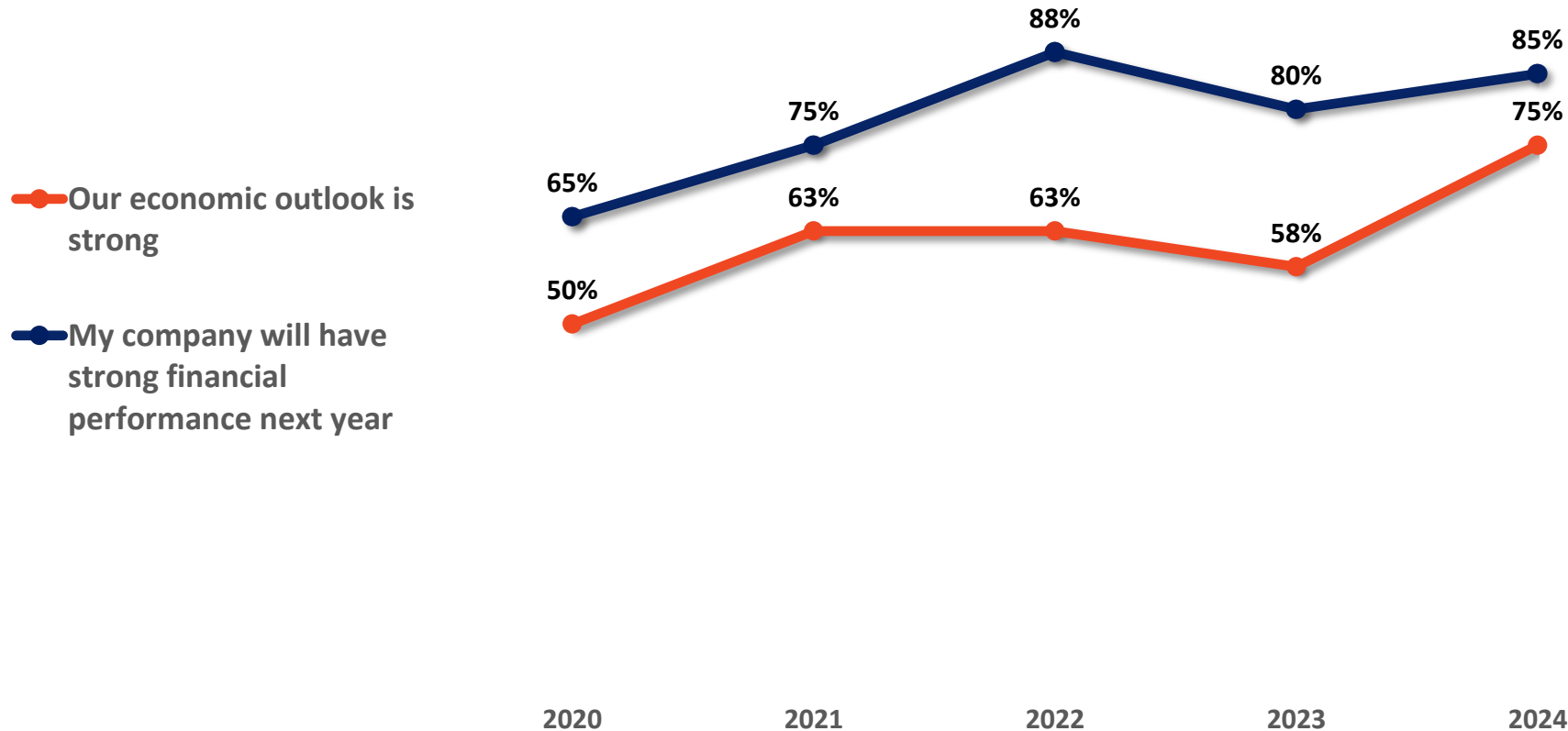
65% of respondents in Europe anticipate an increase in experiential rewards, with only 5% expecting a decrease

Channel and employee programs have similar expectations for experiential rewards next year, as do corporate entities and third-party providers

▶ General Financial Outlook

After a dip last year, confidence in economic outlook and financial performance is on the rise in North America

North American Financial and Economic Outlook



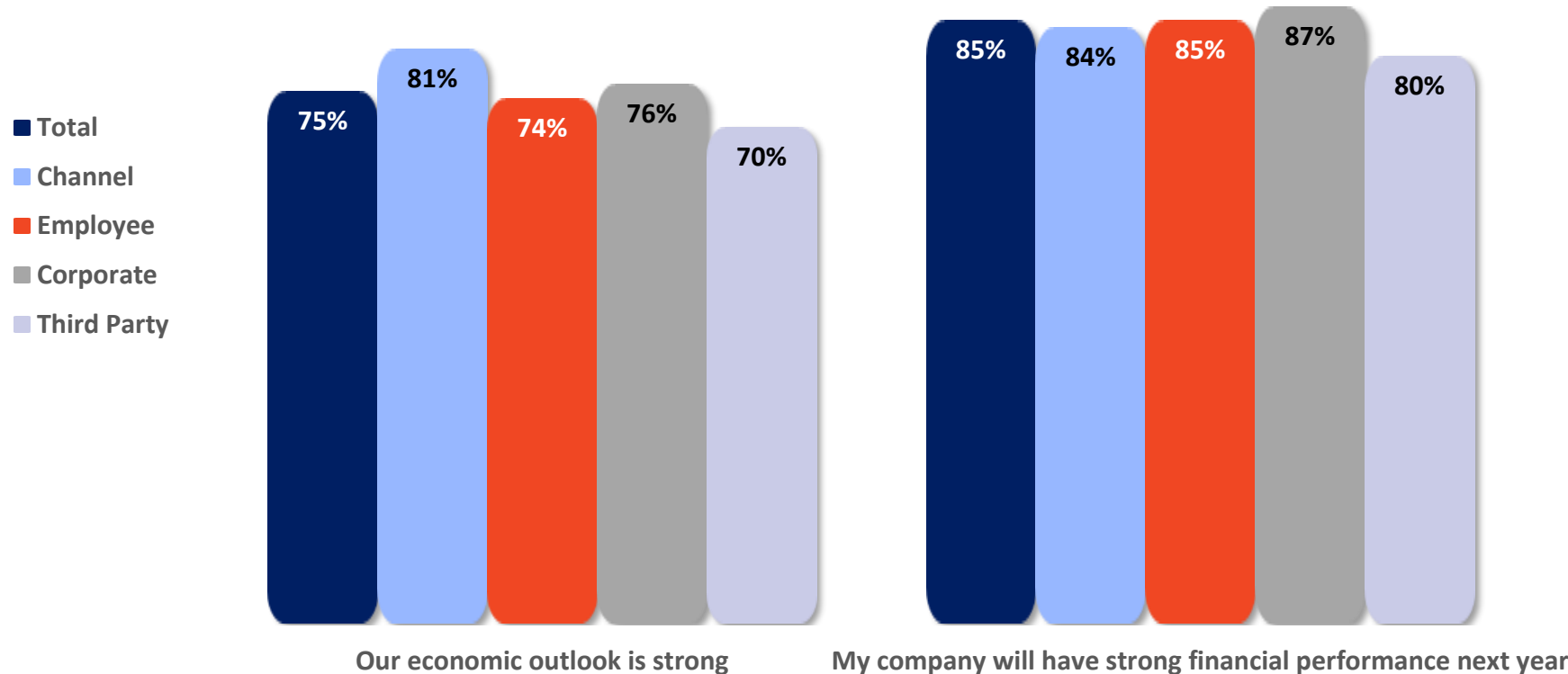
75% view their economic outlook as strong, notably increasing from 58% in 2023

85% expect strong financial performance for their company in the next year, up from 65% in 2020 and 80% in 2023

▶ General Financial Outlook

Financial and economic confidence is relatively consistent across all groups in North America

North American Financial and Economic Outlook



75% of respondents view the economic outlook as strong, with minimal variation across groups (ranging from 70% to 81%)

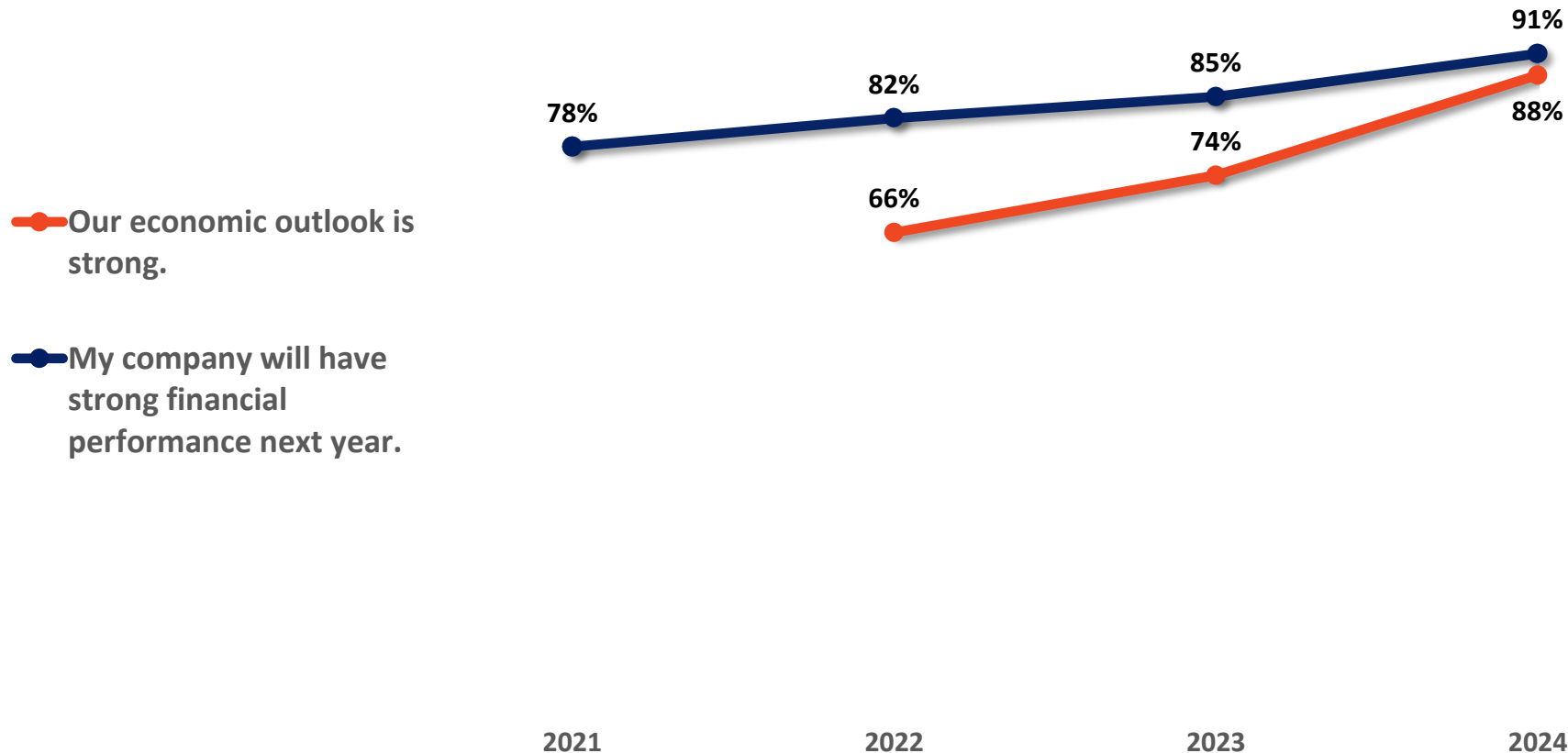
85% expect strong financial performance for their company next year, showing consistency across groups (ranging from 80% to 87%)

Most respondents agree that the future financial outlook is strong, reflecting a shared sense of optimism across all groups.

► General Financial Outlook

Confidence in the economic and financial outlook continues to grow in Europe

European Financial and Economic Outlook



88% of European respondents in 2024 view the economic outlook as strong, up from 74% in 2023

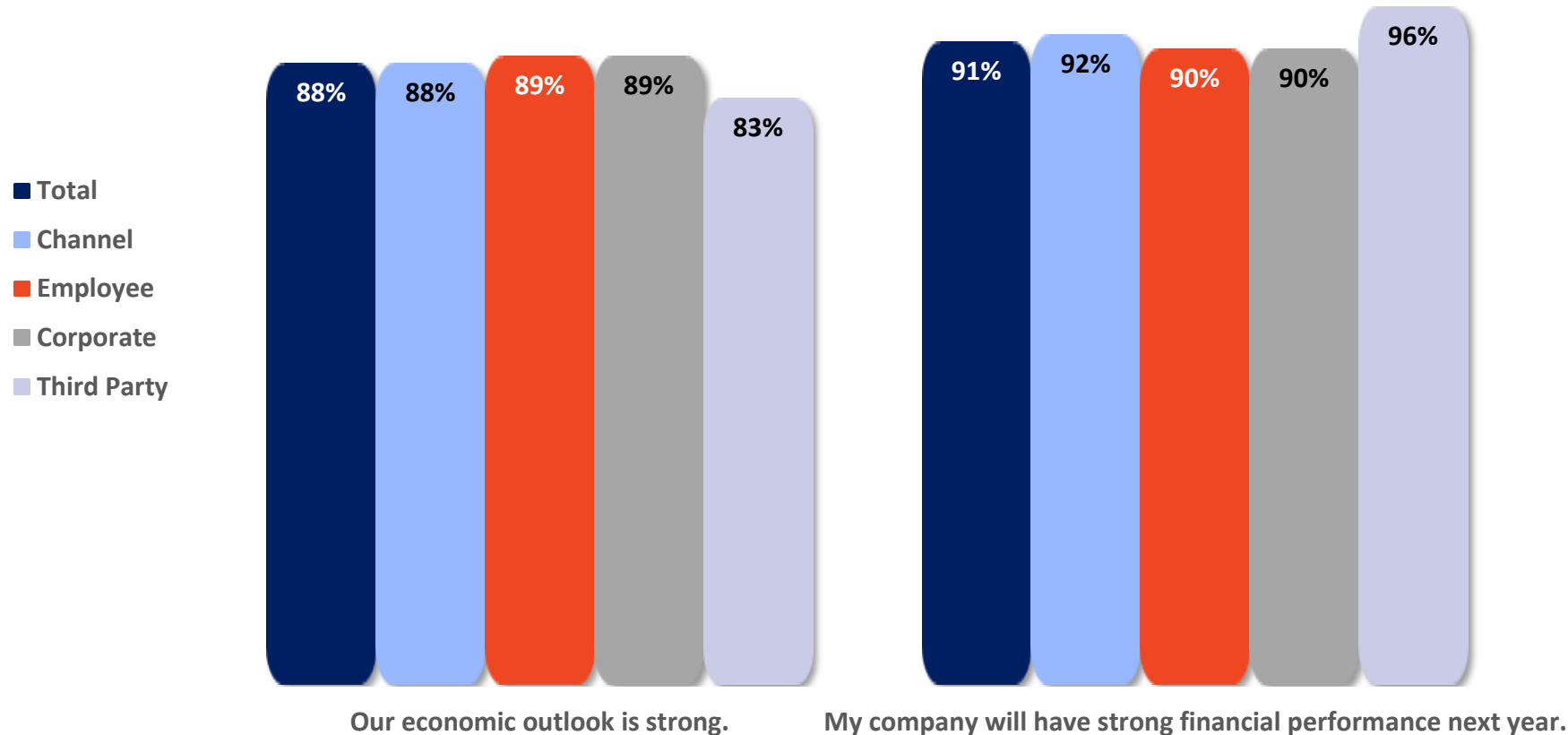
91% expect strong financial performance for their company in the next year, an increase from 78% in 2021 and 85% in 2023

Both metrics show steady growth, reflecting a positive trend in confidence over the past few years.

► General Financial Outlook

Confidence the financial outlooks is high and consistent across Europe

European Financial and Economic Outlook



88% of respondents view the economic outlook as strong, with minimal variation across groups (ranging from 83% to 89%)

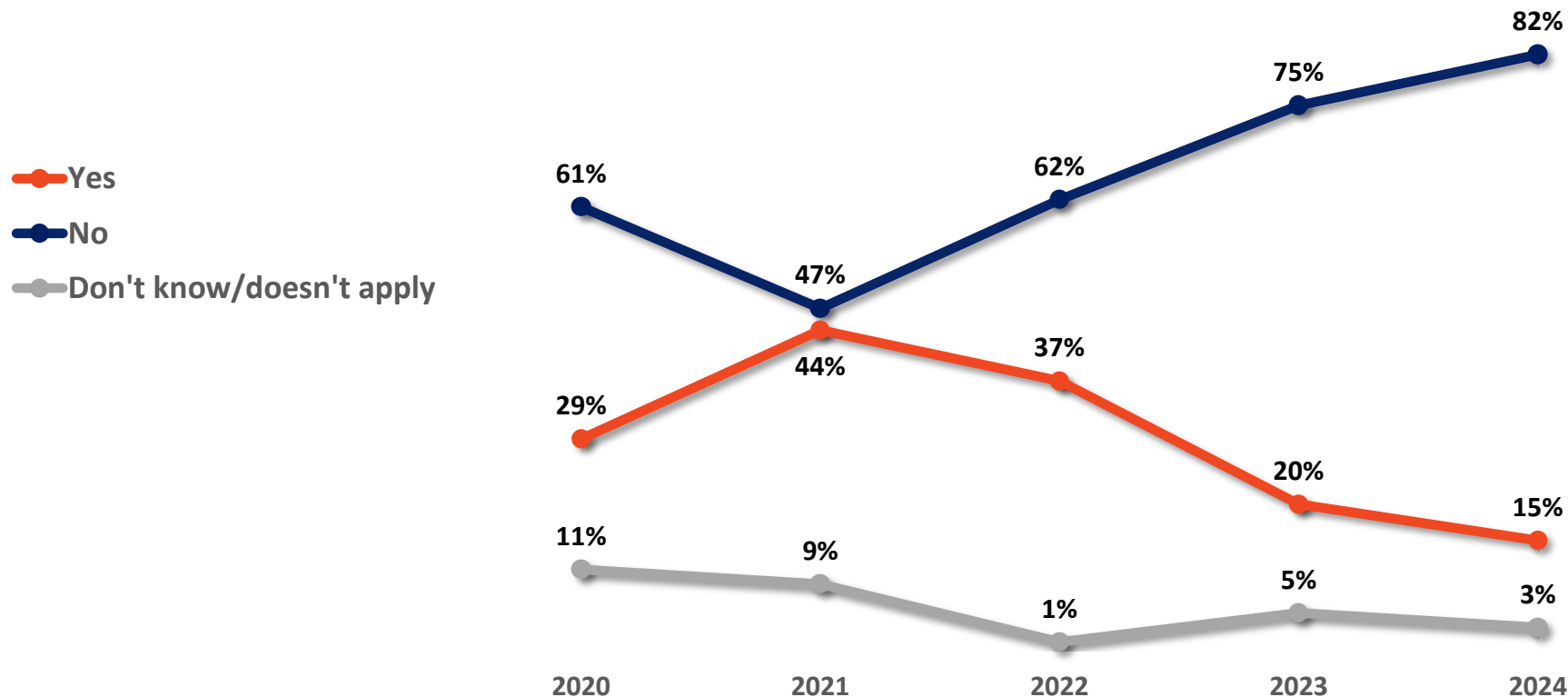
91% expect strong financial performance for their company next year, with confidence ranging from 90% to 96% across different groups

Across all groups, there is broad agreement that the economic outlook and future financial performance are strong.

▶ Merchandise/Gift Card Program Retention

Discontinuation of merchandise or gift card programs continues to decline in North America

Year-Over-Year Program Discontinuations in North America



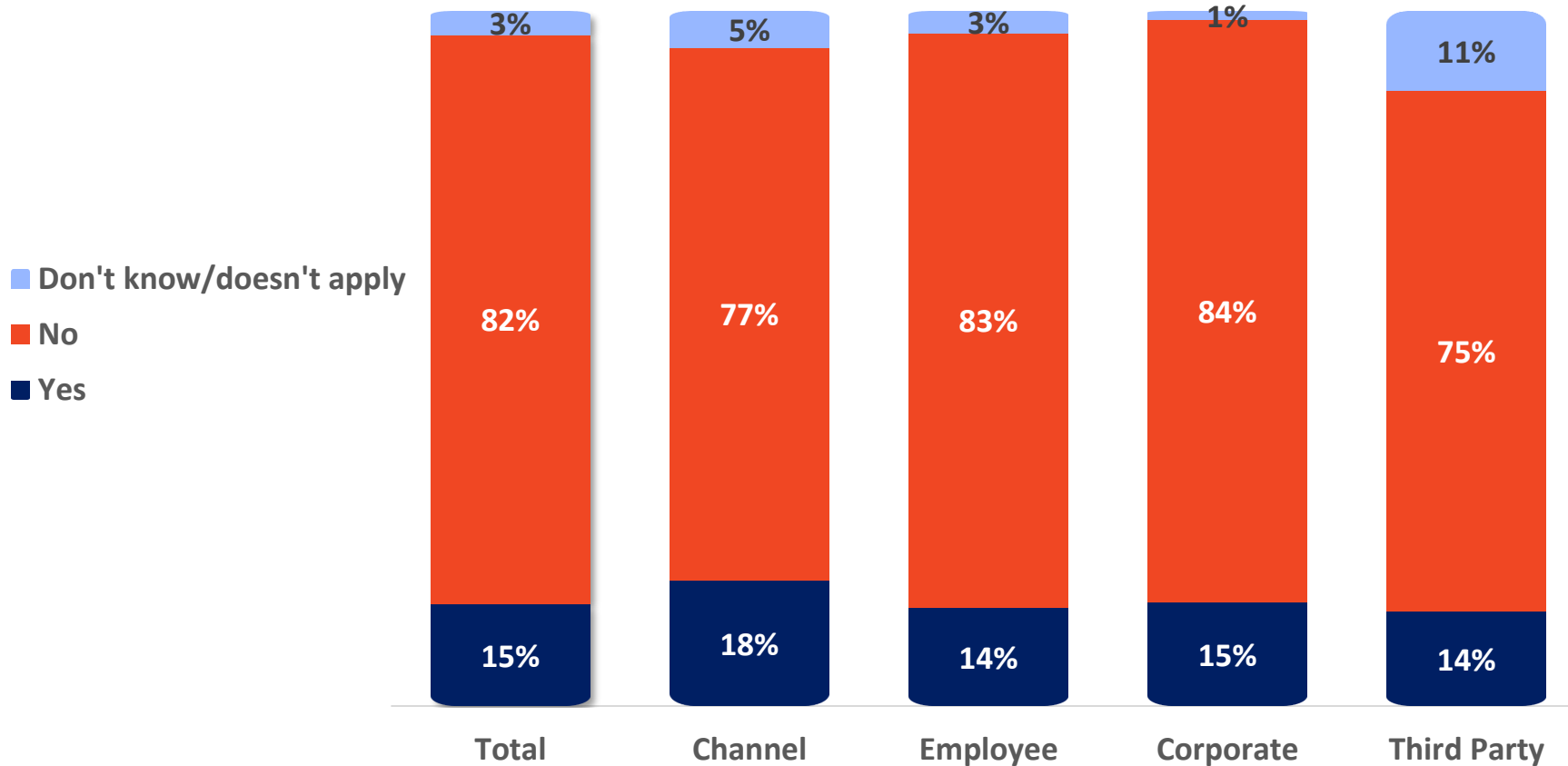
The notable increase in program discontinuations in 2021 (44%) has since redirected, declining in each of the past 3 years

15% of respondents in 2024 reported discontinuing programs, a significant drop from 29% in 2020

▶ Merchandise/Gift Card Program Retention

Program discontinuation remains low across all groups in North America

2024 Program Discontinuations in North America

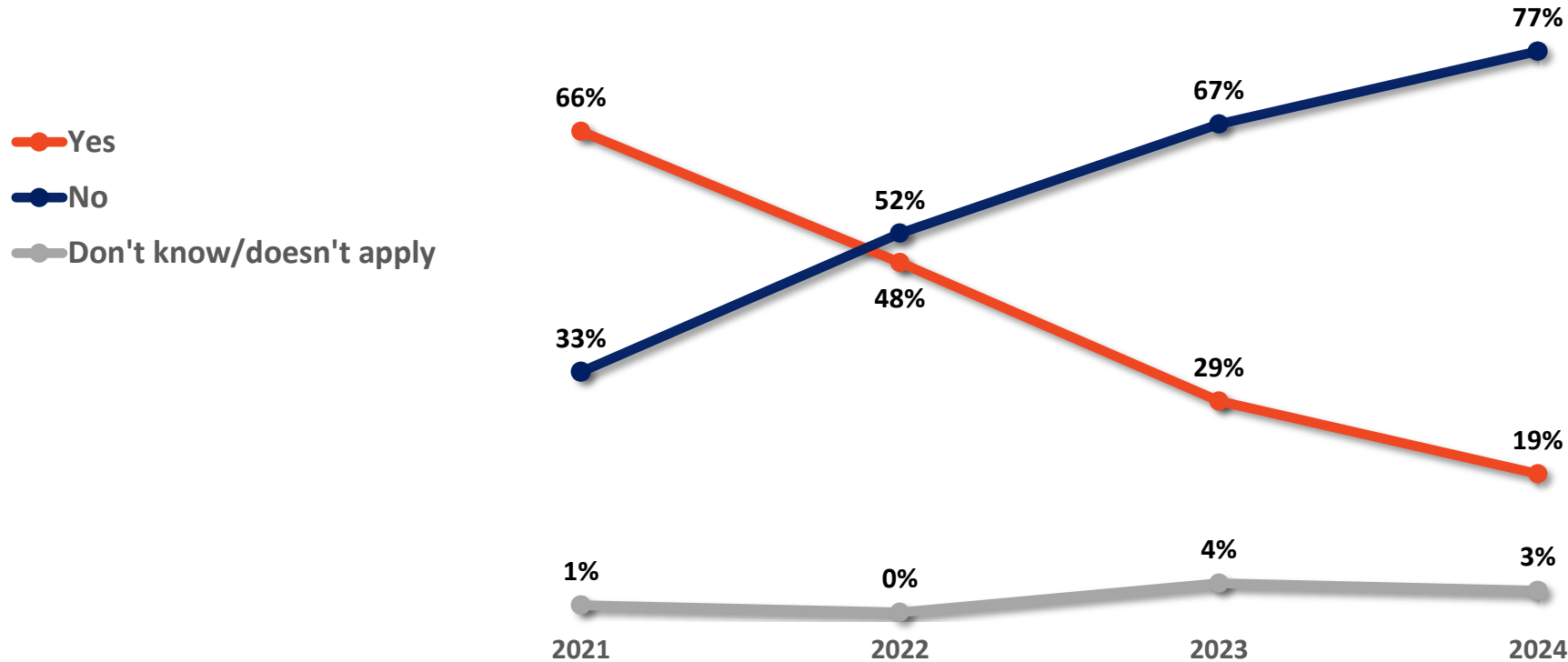


Channel programs have the highest rate of discontinuation at 18%, while other groups report lower rates, ranging between 14% and 15%

▶ Merchandise/Gift Card Program Retention

Program discontinuation in Europe continue a steady decline

Year-Over-Year Program Discontinuations in Europe



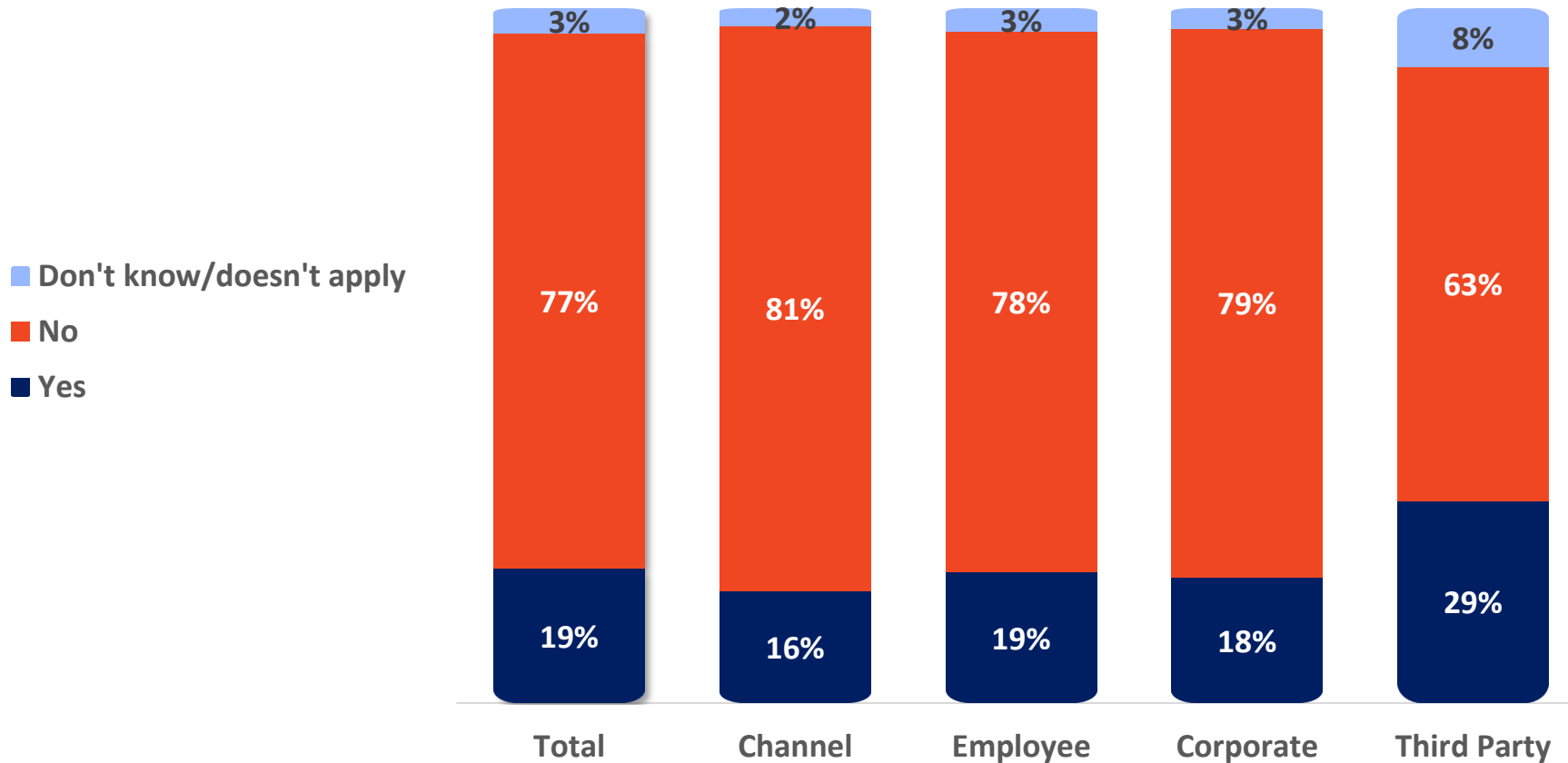
19% of respondents discontinued programs this year, a drastic decrease from a high of 66% in 2021

Program retention in Europe is now similar to North America

▶ Merchandise/Gift Card Program Retention

European third-party providers have significantly higher program discontinuation rates

2024 Program Discontinuations in Europe

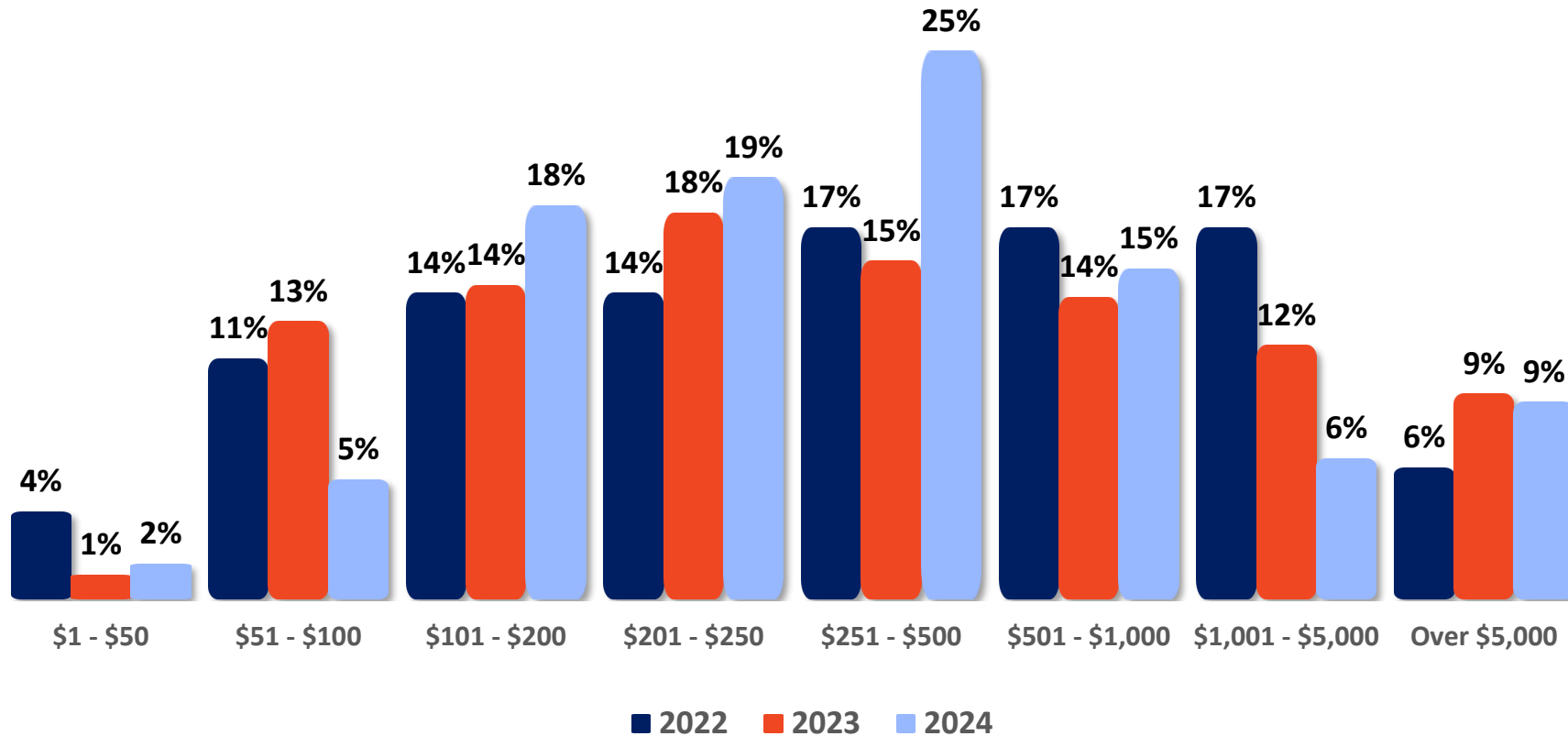


19% of respondents overall reported discontinuing programs, with third parties exhibiting the highest rate at 29%

▶ Spending on Non-Cash Rewards & Recognition

Annual per-person spend on non-cash rewards is decreasing in North America

North American Annual Expenditure Per Person



At \$921, the average spend per person is down from \$1,090 in 2023 and \$1,060 in 2022

There is a significant increase in the \$251 to \$500 range, now the most common per-person spend

Expenditures in the \$51 to \$100 and \$1,001 to \$5,000 ranges have decreased significantly

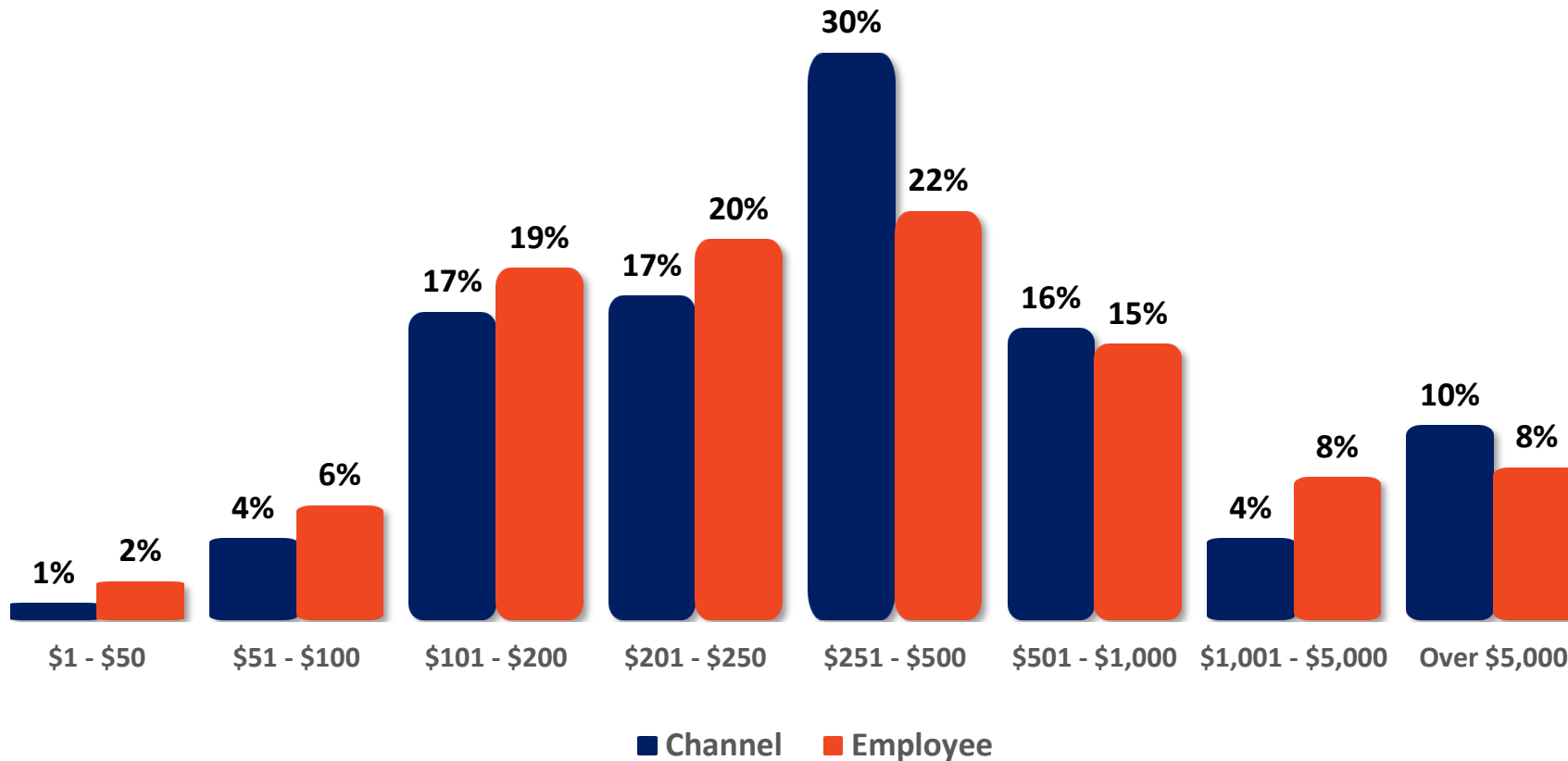


Q2/Q4: On average, what is the annual per-person spend on non-cash rewards, including merchandise and gift cards for your channel/employee program?

▶ Spending on Non-Cash Rewards & Recognition

North American channel programs are spending more on non-cash rewards than employee programs

North American Average Annual Expenditure Per Person



The average spend per person is \$946 for the channel program, compared to \$907 for the employee program

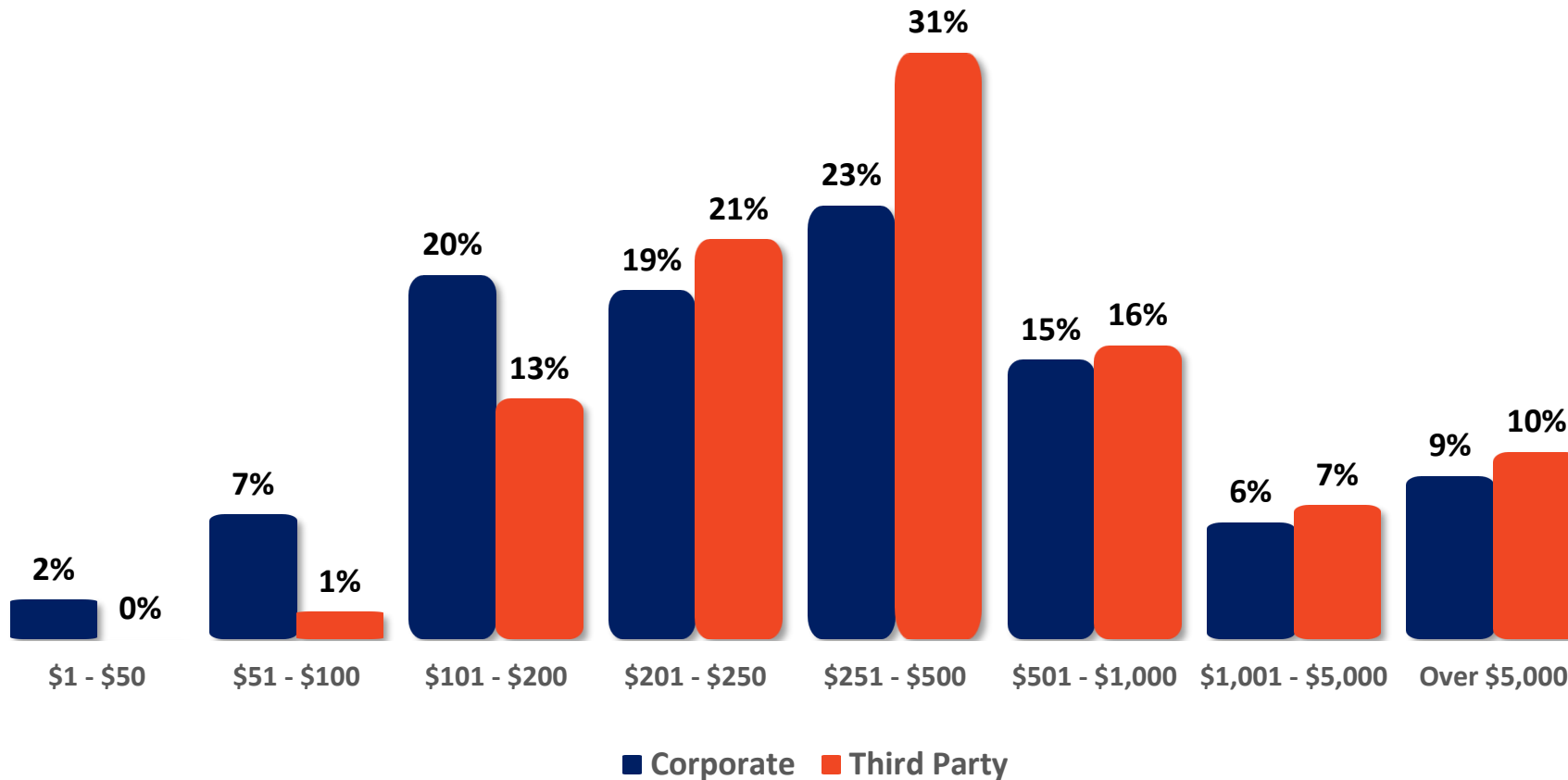
The \$251 to \$500 range represents the most common spend for the channel program (30%), while the \$201 to \$250 range is most common for the employee program (20%)

Smaller spend categories (e.g., \$1 - \$50, \$51 - \$100) are more common in the employee program compared to the channel program

▶ Spending on Non-Cash Rewards & Recognition

North American third-party providers have higher per-person spend than corporate entities

North American Average Annual Expenditure Per Person



The average spend per person is \$1,013 for third-party providers, compared to \$895 for corporate entities

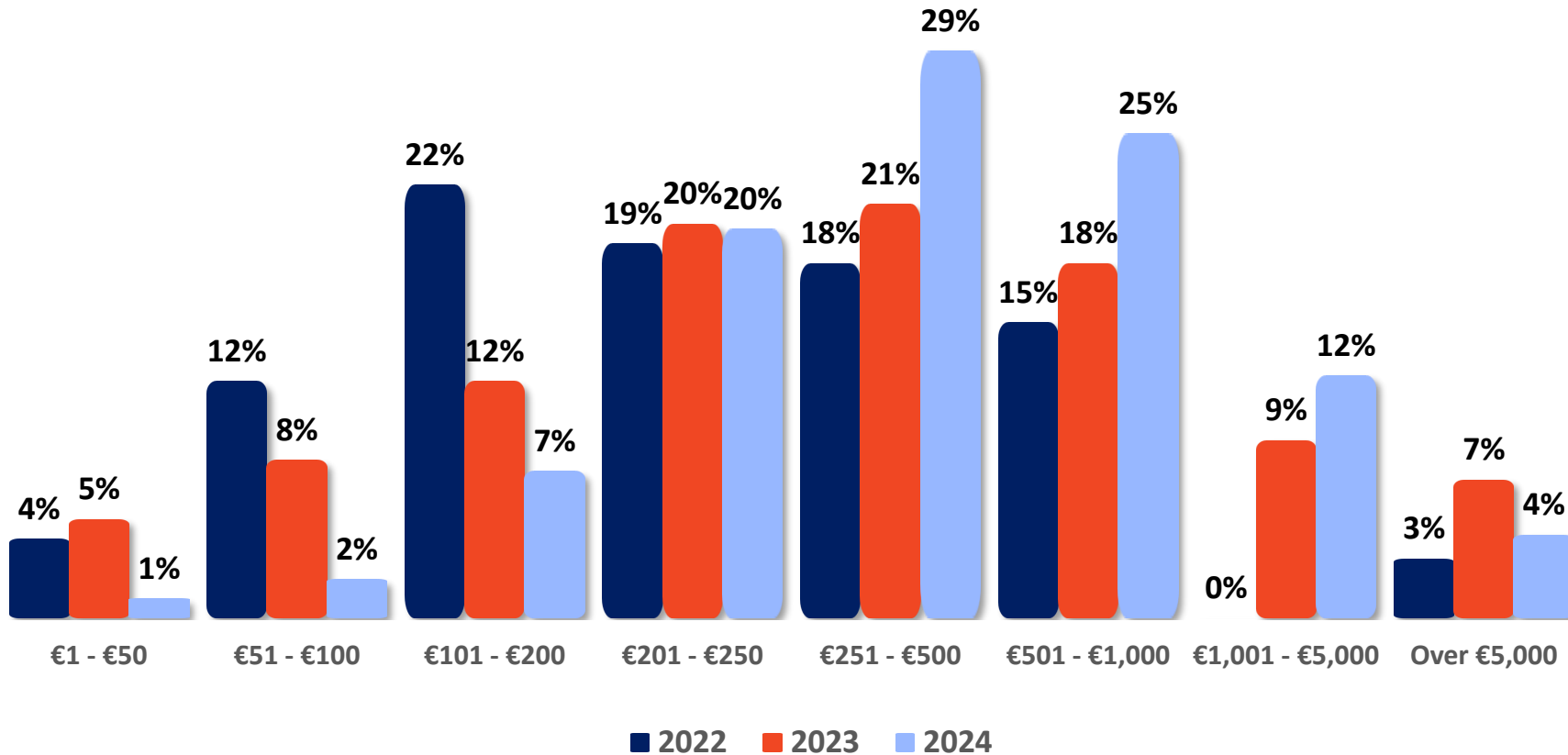
The most common range for third-parties is \$251 to \$500 (31%), while the \$201 to \$250 range is most common for corporations (19%)

Smaller spend categories (e.g., \$1 - \$200) are more common for corporate entities compared to third-party providers

► Spending on Non-Cash Rewards & Recognition

Per-person spend on non-cash rewards in Europe is increasing

European Average Annual Expenditure Per Person



The cumulative average spend per person in 2024 is €924, up from €909 in 2023 and €650 in 2022

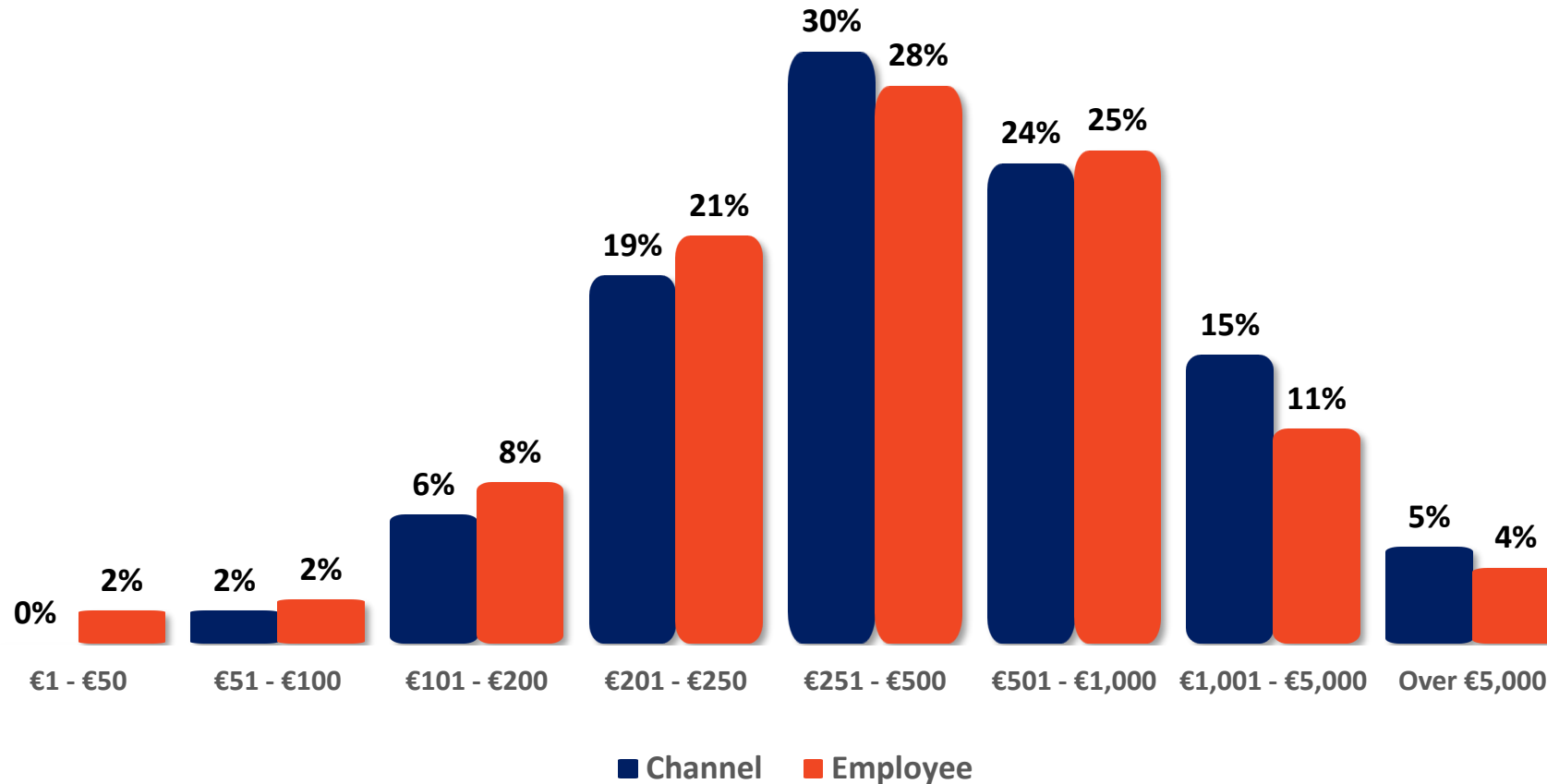
There is a significant increase in the €251 to €1,000 range, up 15% over last year

Smaller spend categories (e.g., €1 - €200) have decreased, reflecting a shift toward higher spend ranges

▶ Spending on Non-Cash Rewards & Recognition

European channel programs spend more on non-cash rewards & recognition than employee programs

European Average Annual Expenditure Per Person



The average spend per person is €1,018 for channel programs, compared to €861 for employee programs

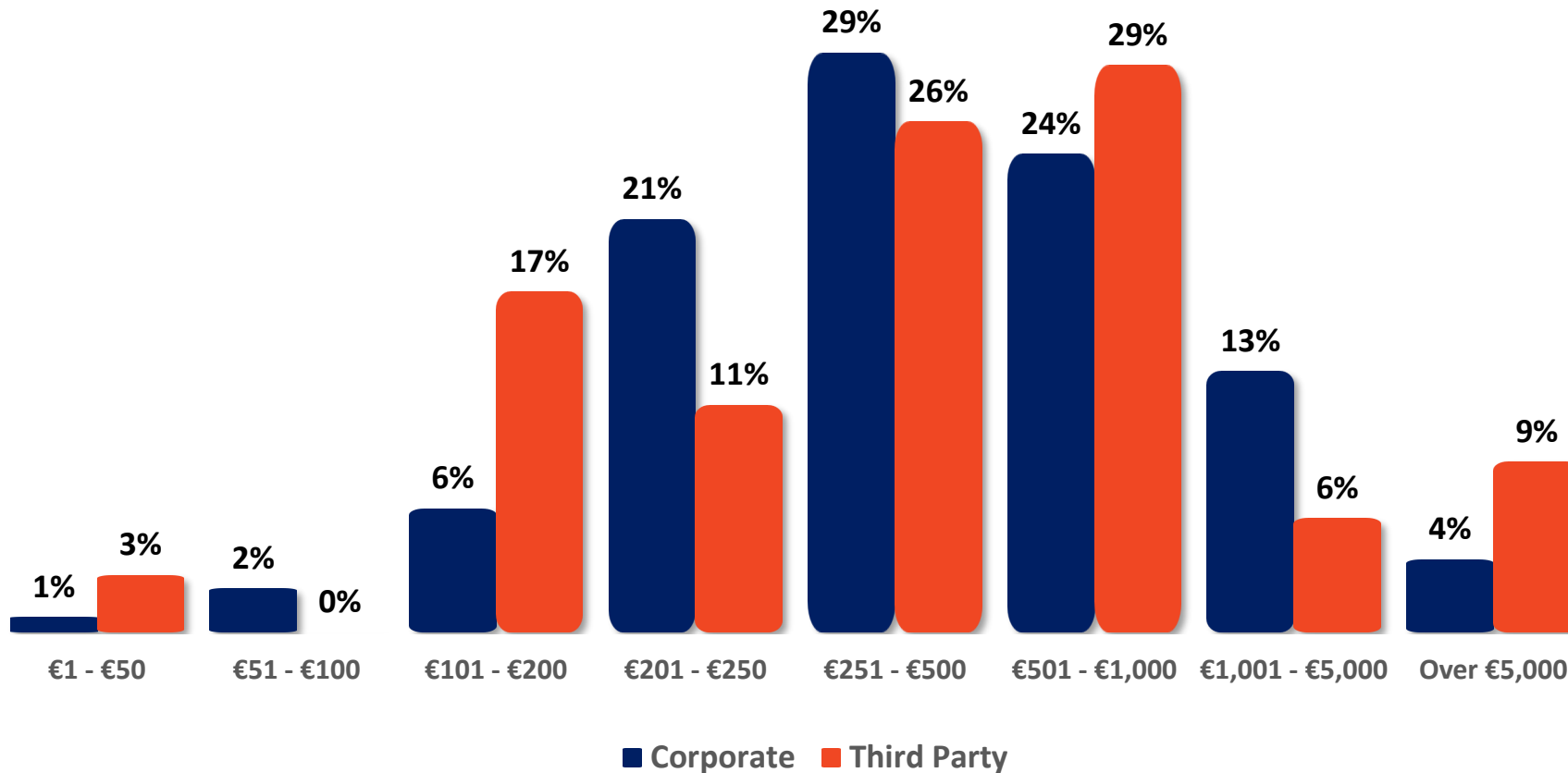
The most common spend for both groups is in the €251 to €500 range, with 30% for the channel program and 28% for the employee program

While expenditures are similar across most groups, the higher frequency of large spends increases the average spend for channel programs

▶ Spending on Non-Cash Rewards & Recognition

Though variance exists within ranges, European corporations and third-party providers have similar average expenditures

European Average Annual Expenditure Per Person



The average spend per person is €959 for third-party providers, compared to €920 for corporate entities

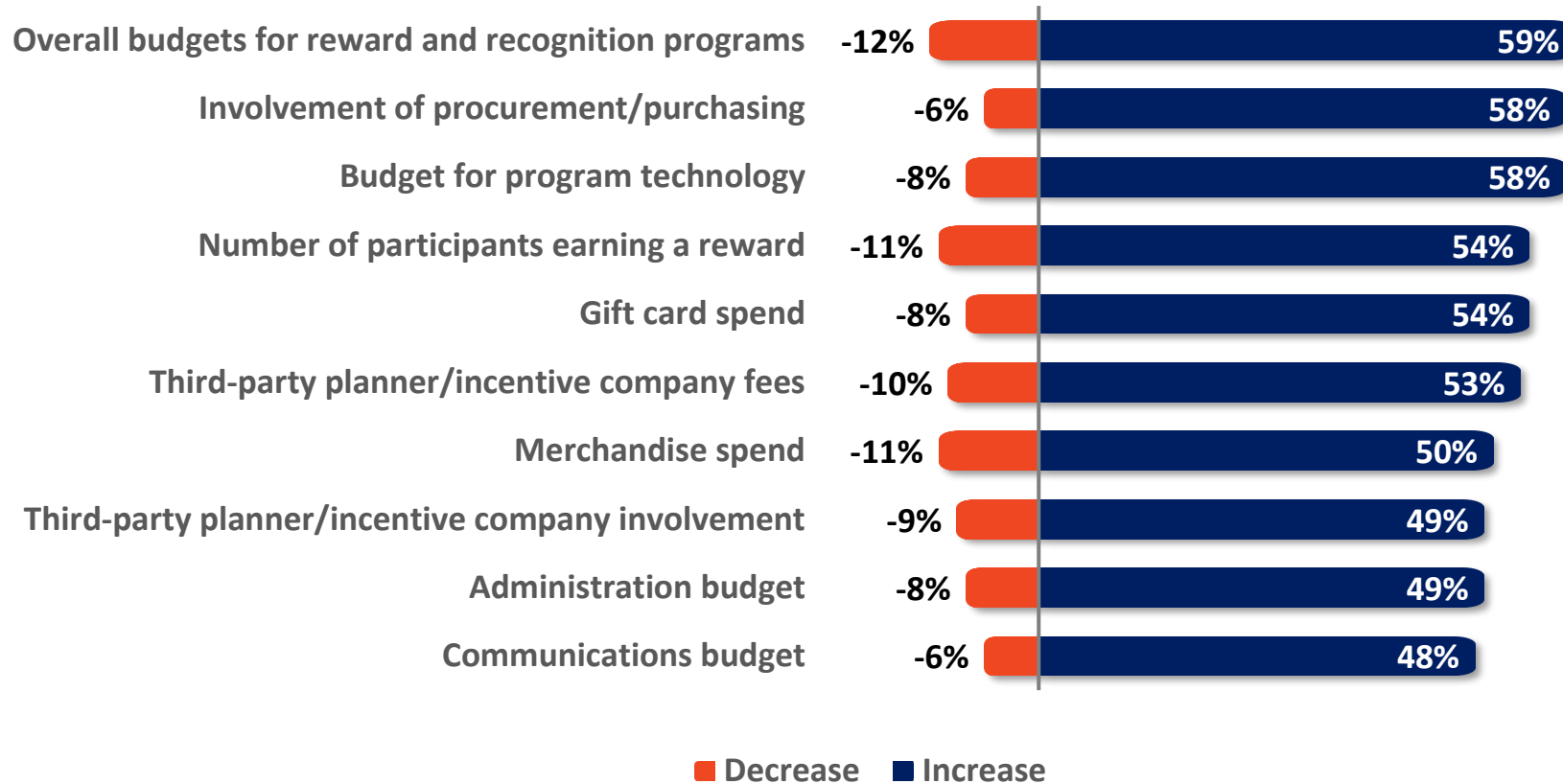
The most common spend for both groups is in the €251 to €500 range, with 29% for corporations and 26% for third parties

Corporate entities have significantly more frequent spends in the €201 to €250 range (21% to 11%) and third-party providers have significantly more frequent spends in the €101 to €200 range (17% to 6%)

▶ Anticipated Change in Non-Cash Rewards Budgets

North American budget increases are expected to be frequent in the upcoming year

North American Anticipated Change in Non-Cash Rewards Budget



59% of overall budgets for reward and recognition programs are expected to increase, with only 12% expecting decreases

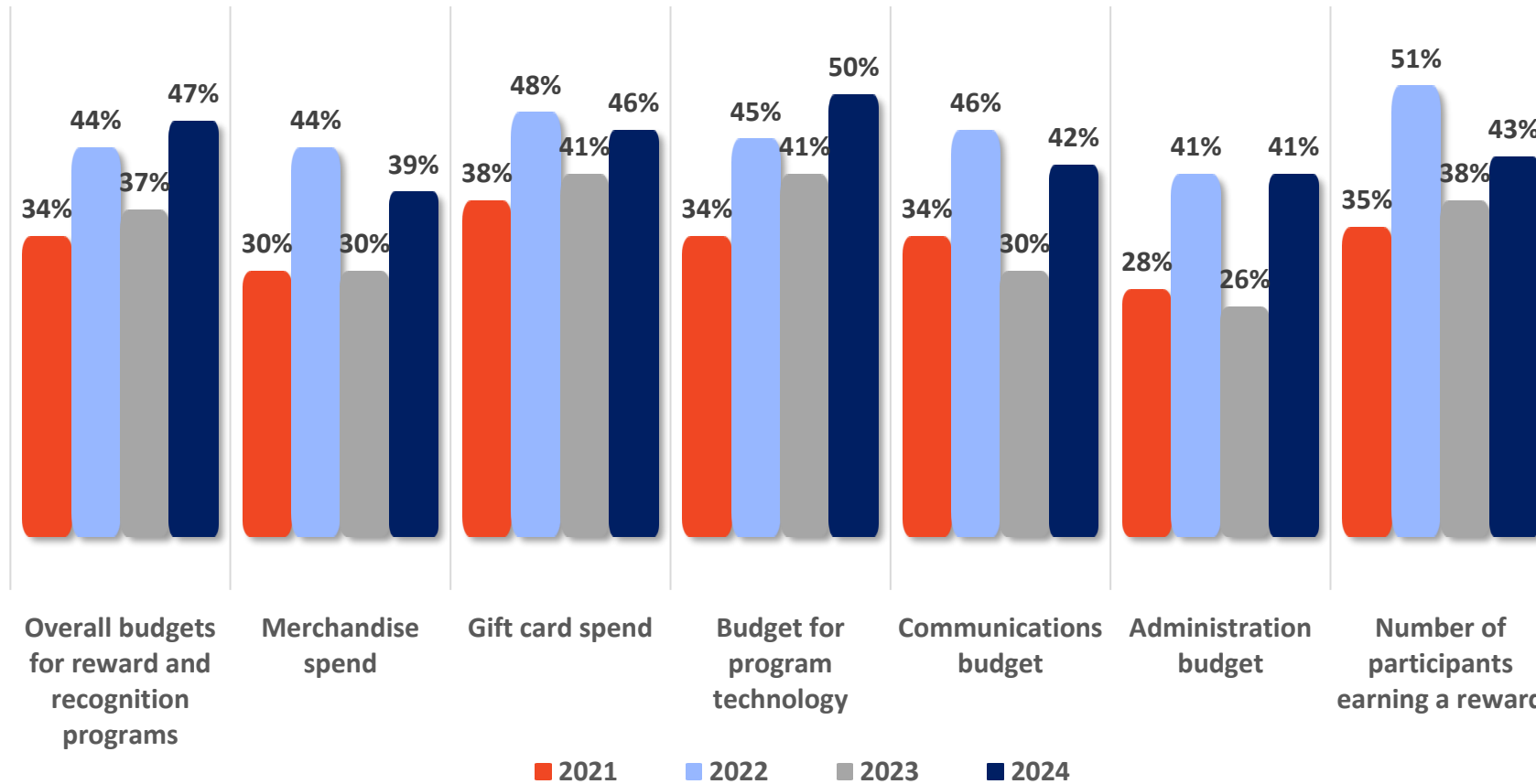
Budget for program technology and involvement of procurement/purchasing are the budget components most likely to increase

Communications budgets and involvement of procurement/purchasing are the budget components least likely to decrease.

▶ Anticipated Change in Non-Cash Rewards Budgets

Greater frequency in North American non-cash rewards budgets increases is expected across all categories

North American Anticipated Net Change in Non-Cash Rewards Budget



Budget for program technology is expected to see the most frequent increases, rising from 41% in 2023 to 50% in 2024

Administration budgets display the biggest year-over-year change, with net increases 15% higher than last year



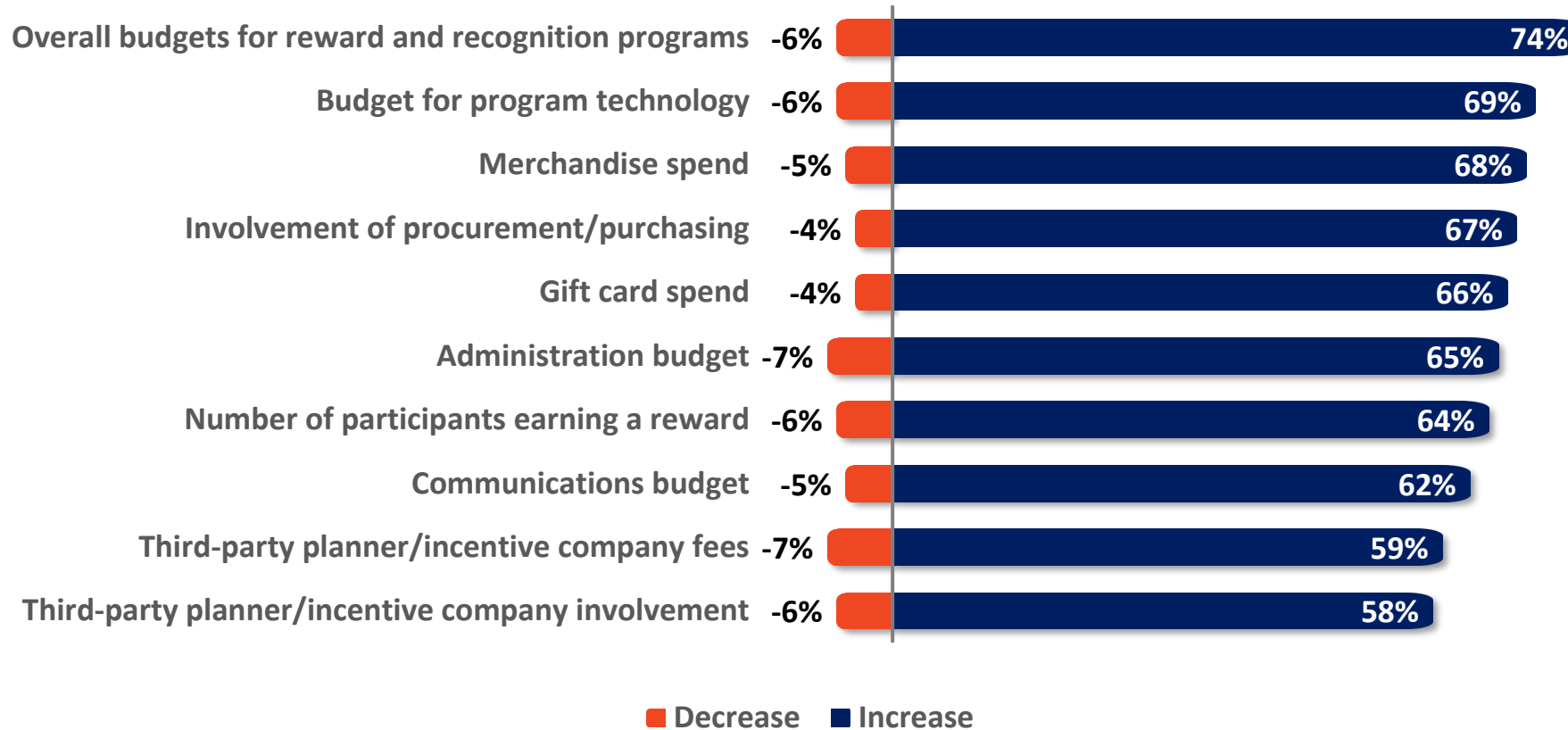
Q30: In the coming year, do you generally anticipate the following program elements will increase, decrease, or remain unchanged for your non-cash rewards and recognition programs?

Net change = % increase - % decrease

▶ Anticipated Change in Non-Cash Rewards Budgets

European non-cash rewards budgets are expected to increase at a higher rate than North America

European Anticipated Change in Non-Cash Rewards Budget



74% of overall budgets for reward and recognition programs in Europe are expected to increase, with only 6% expecting decreases

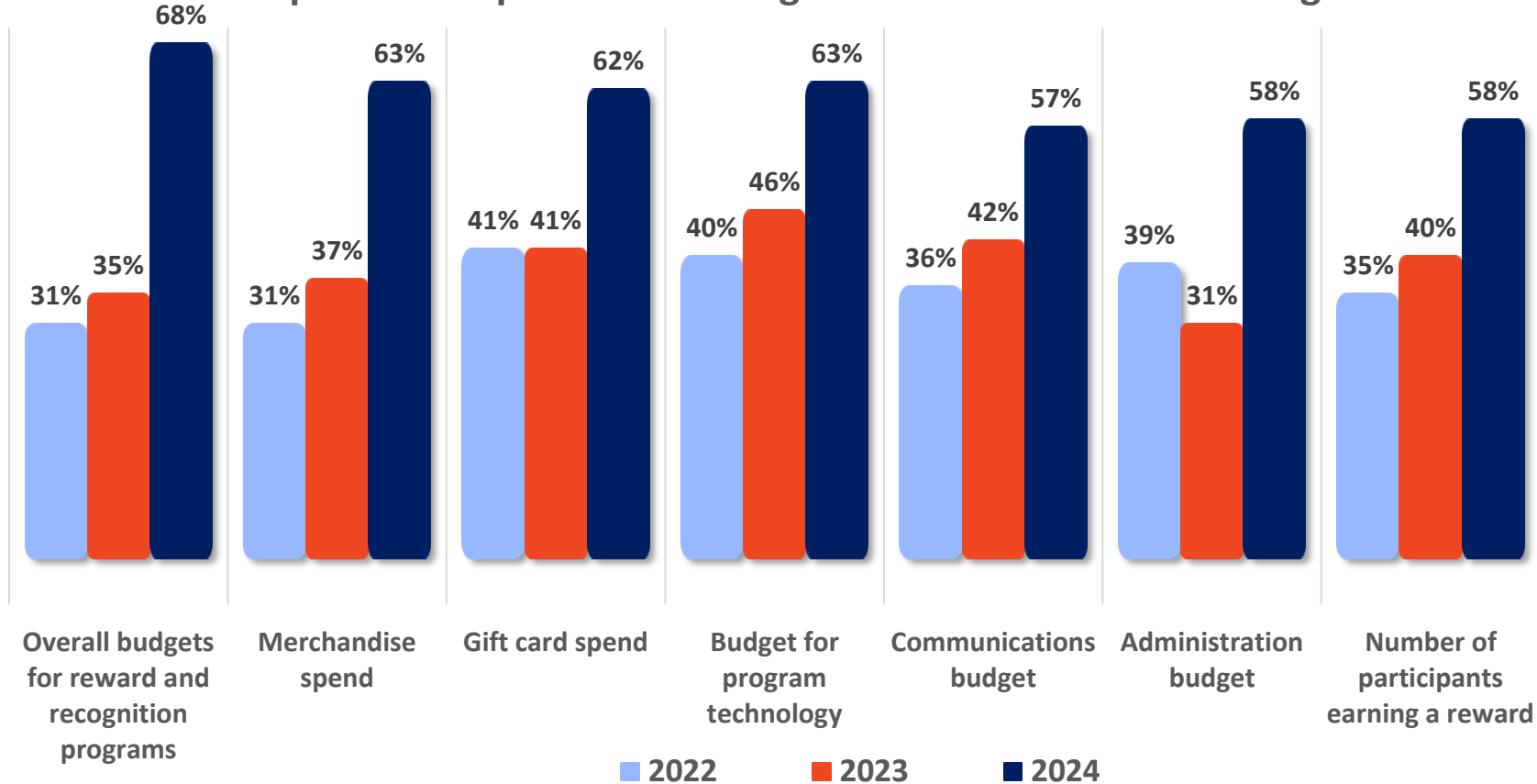
Merchandise spend and budget for program technology are most likely to experience budget increases, followed closely by nearly all other program components

Involvement of procurement/purchasing and gift card spend are least likely to experience budget decreases.

▶ Anticipated Change in Non-Cash Rewards Budgets

Europeans expect to see much greater increases in budgets in 2025 over previous years

European Anticipated Net Change in Non-Cash Rewards Budget



Overall budgets have a 33% higher expected net increase over 2023

Merchandise spend (+26%) and administration budgets (+27%) display the greatest year-over-year expected budget increases

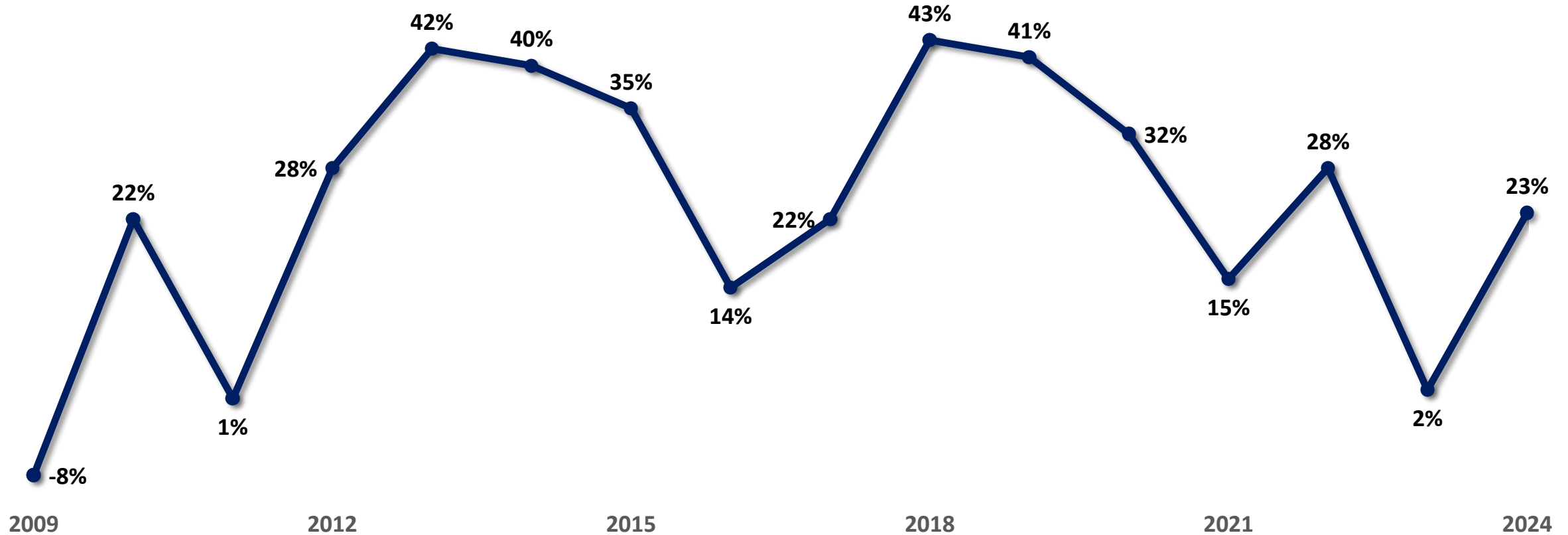


Factors Impacting Gift Card & Merchandise Rewards

▶ Economic Impact on Non-Cash Reward Programs

North American economic optimism rebounds from near historic lows to 23%, signaling a stronger outlook for 2025

North American Economic Impact Net Optimisim

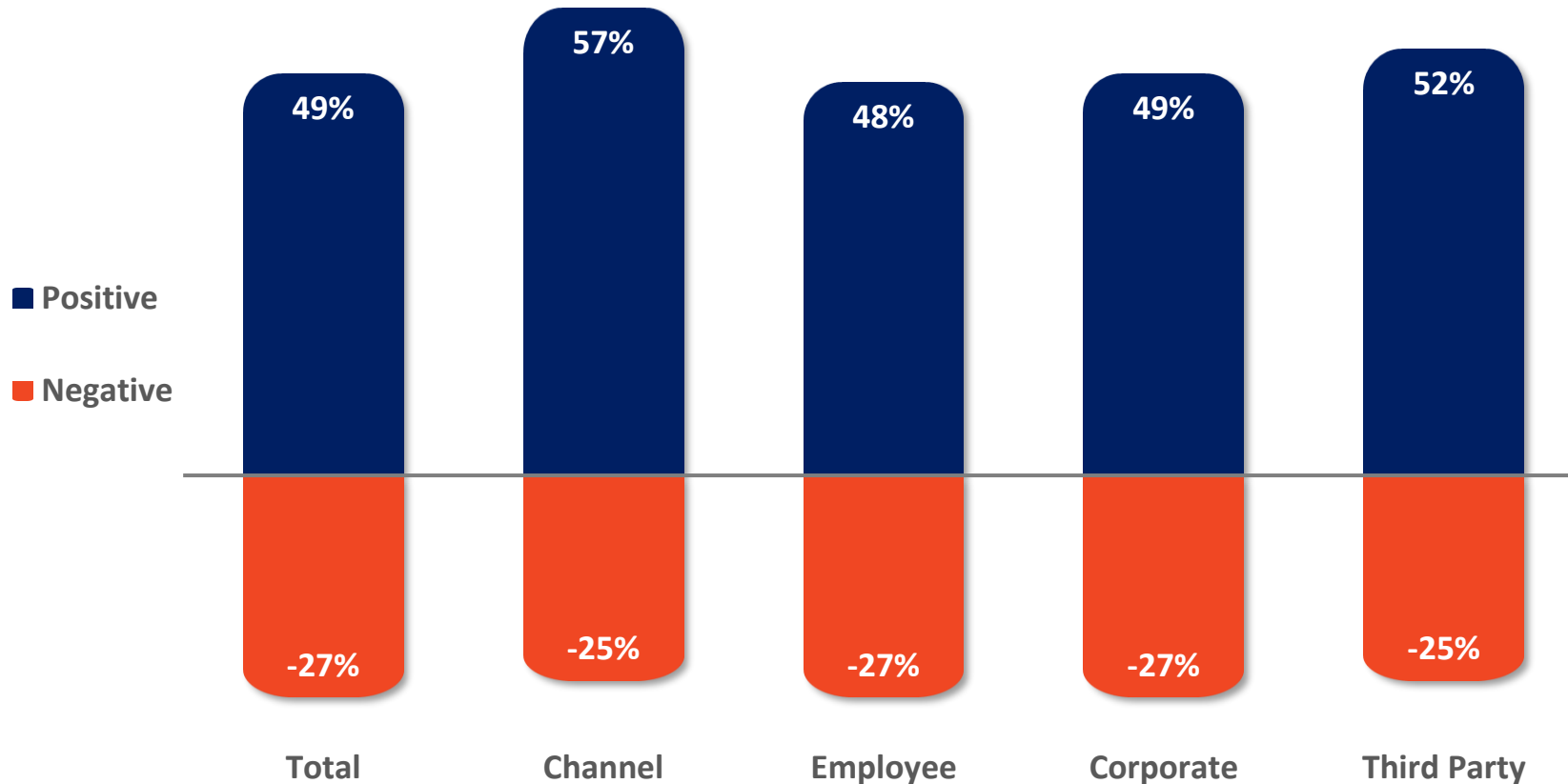


Q29: In the coming year, what impact will the factors below have on non-cash reward and recognition program planning and execution?
Net optimism = % positive - % negative

▶ Economic Impact on Non-Cash Reward Programs

Economic outlook is strong across all groups, with North America's channel programs showing the highest optimism

North American Economic Outlook



Channel programs report the highest positive sentiment at 57%, compared to 48% for employee programs

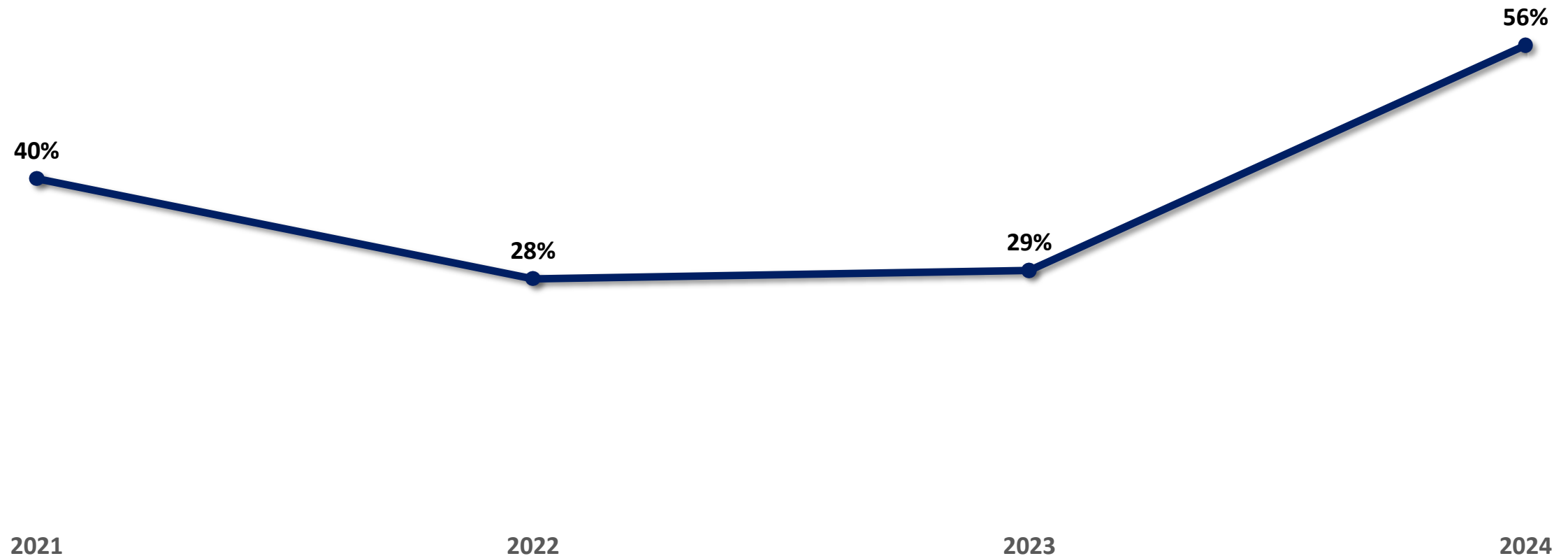
Corporate and third-party providers statically similar outlooks on the economy

Negative sentiment is consistent across all groups, ranging from -25% to -27%

▶ Economic Impact on Non-Cash Reward Programs

Economic optimism is on the rise, reaching a new milestone in Europe

European Economic Impact Net Optimisim

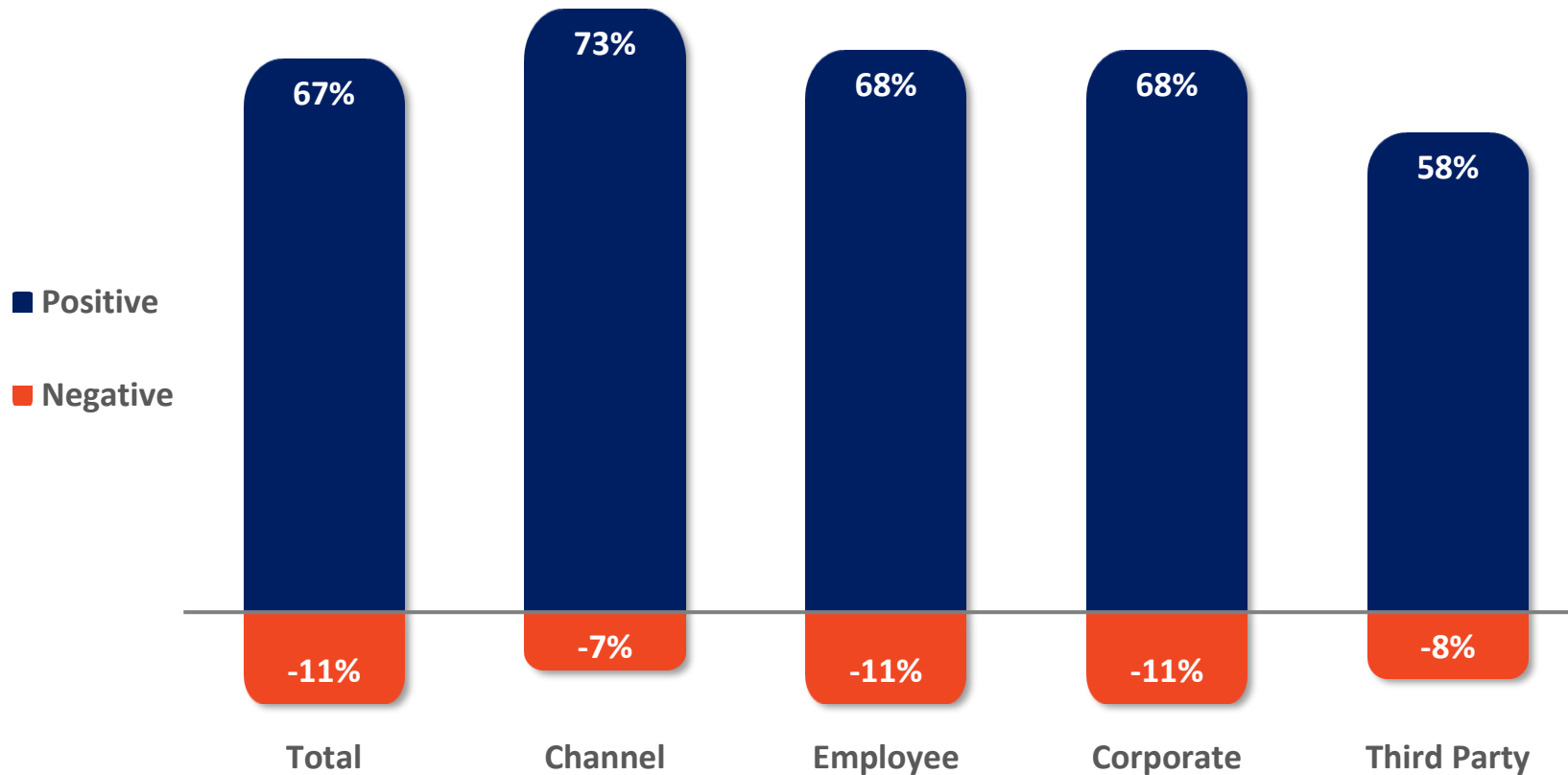


Q29: In the coming year, what impact will the factors below have on non-cash reward and recognition program planning and execution?
Net optimism = % positive - % negative

▶ Economic Impact on Non-Cash Reward Programs

Positive economic outlook remains strong across all groups in Europe

European Economic Outlook



Channel programs report the highest positive sentiment at 73%, slightly higher than employee programs (68%)

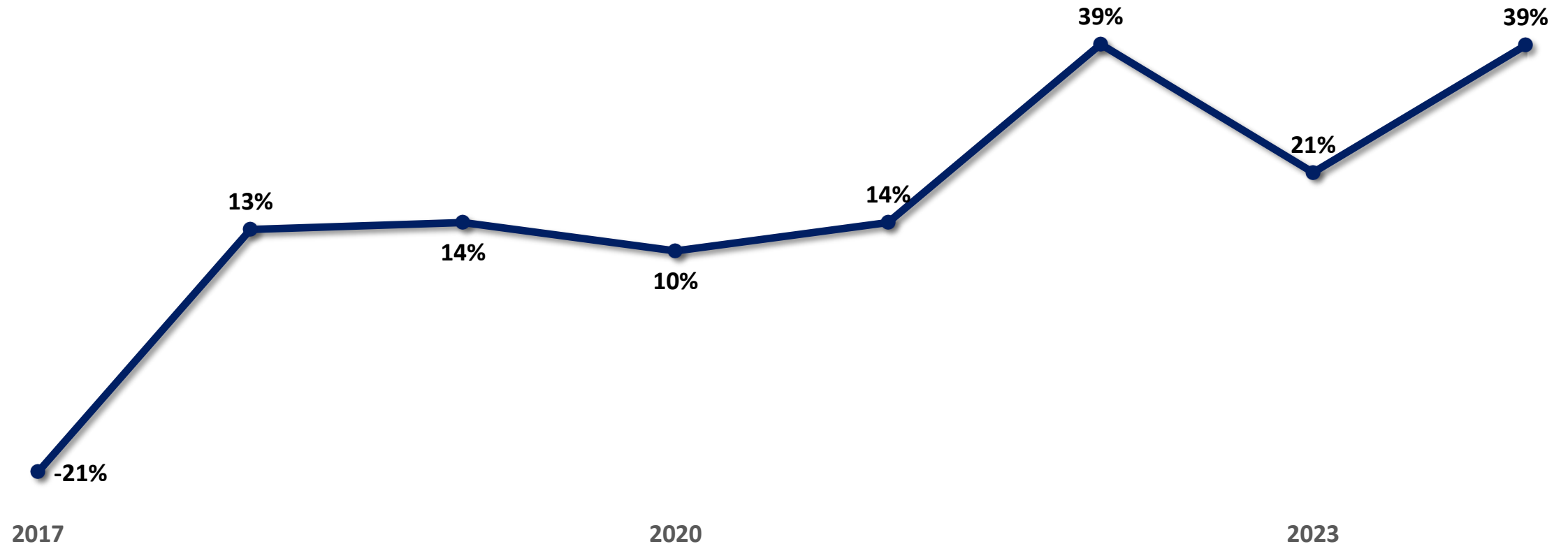
Corporate entities (68%) have a more positive economic outlook than third-party providers (58%)

Negative sentiment is, ranging from -7% to -11%.

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Optimism regarding the regulatory environment climbs to 39%, matching the previous peak in North America

North American Regulatory Environment Net Optimisim

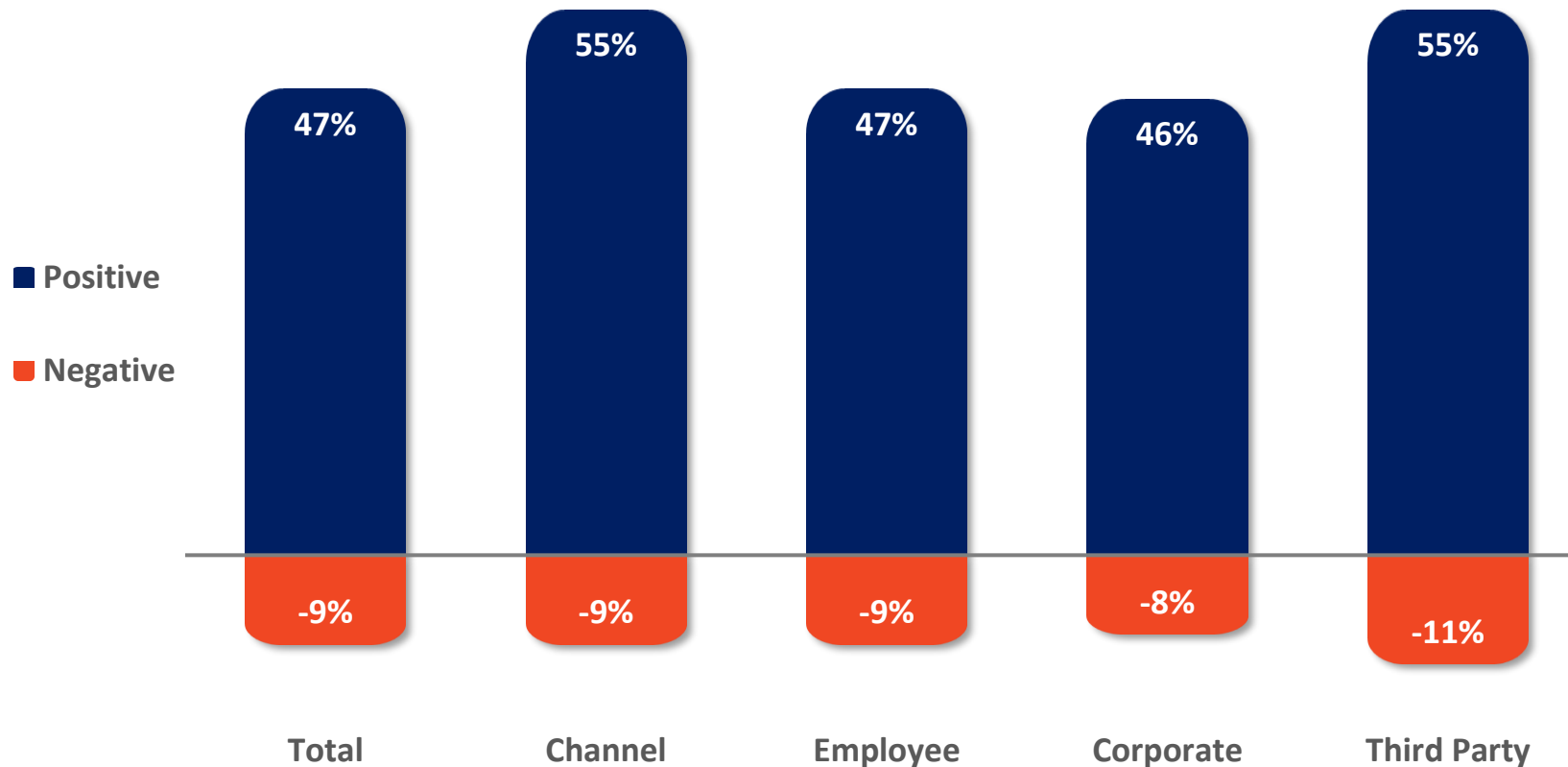


Q29: In the coming year, what impact will the factors below have on non-cash reward and recognition program planning and execution?
Net optimism = % positive - % negative

▶ Regulatory Environment Impact on Non-Cash Reward Programs

North American channel and third-party providers spur positive outlook regarding the regulatory environment

North American Regulatory Environment Outlook



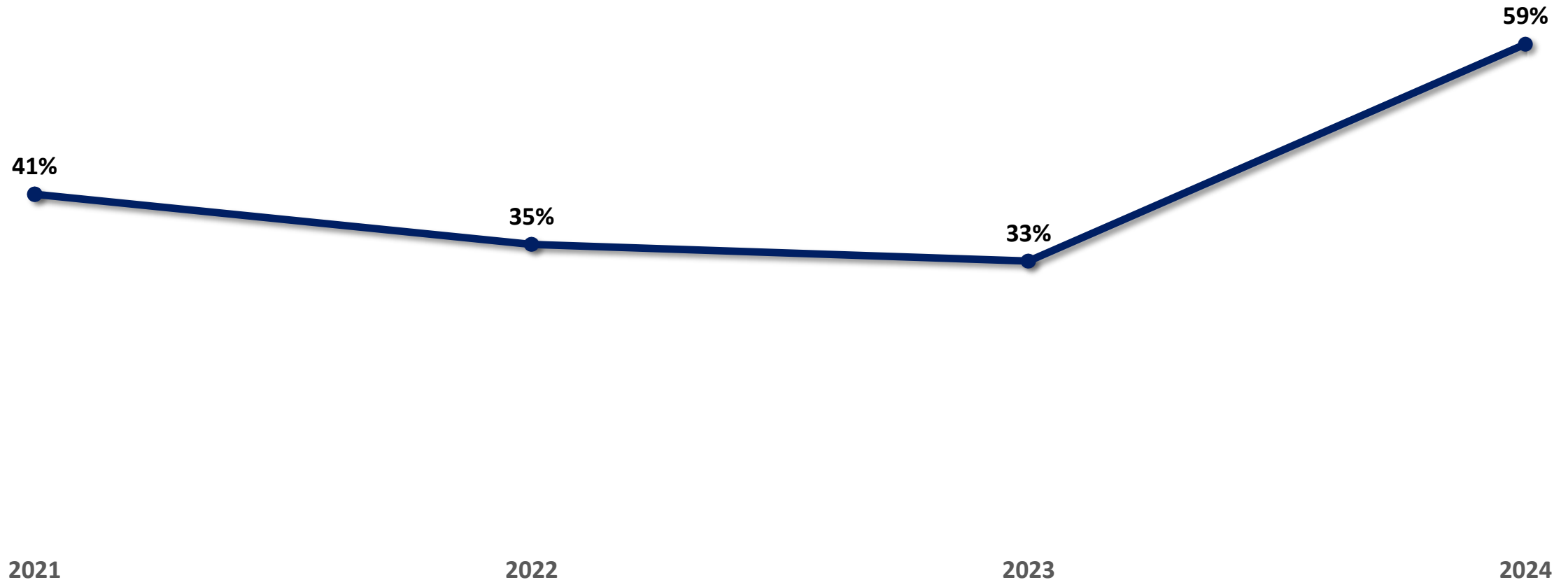
Channel programs and third-party providers report the highest positive sentiment at 55%, corporate (46%) and Employee (47%) programs

Notably, negative sentiment is very low across all groups, ranging from -8% to -11%

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Optimism regarding the regulatory environment in Europe is also on the rise, reaching new heights

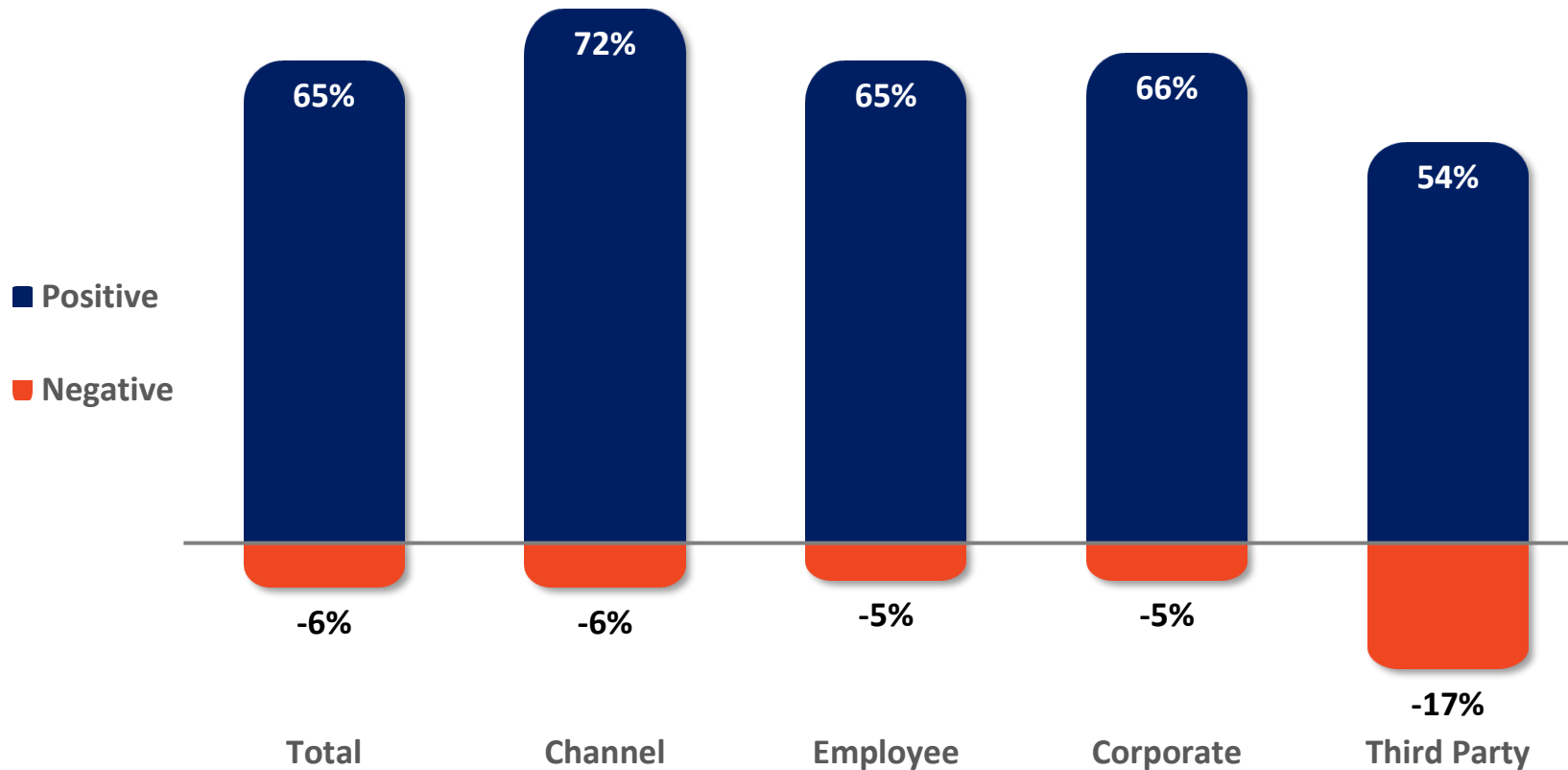
European Regulatory Environment Net Optimisim



▶ Regulatory Environment Impact on Non-Cash Reward Programs

Outlook for the regulatory environment impact is overwhelmingly positive in Europe

European Regulatory Environment Outlook



Channel programs (72%) have a slightly more positive outlook than employee programs (65%)

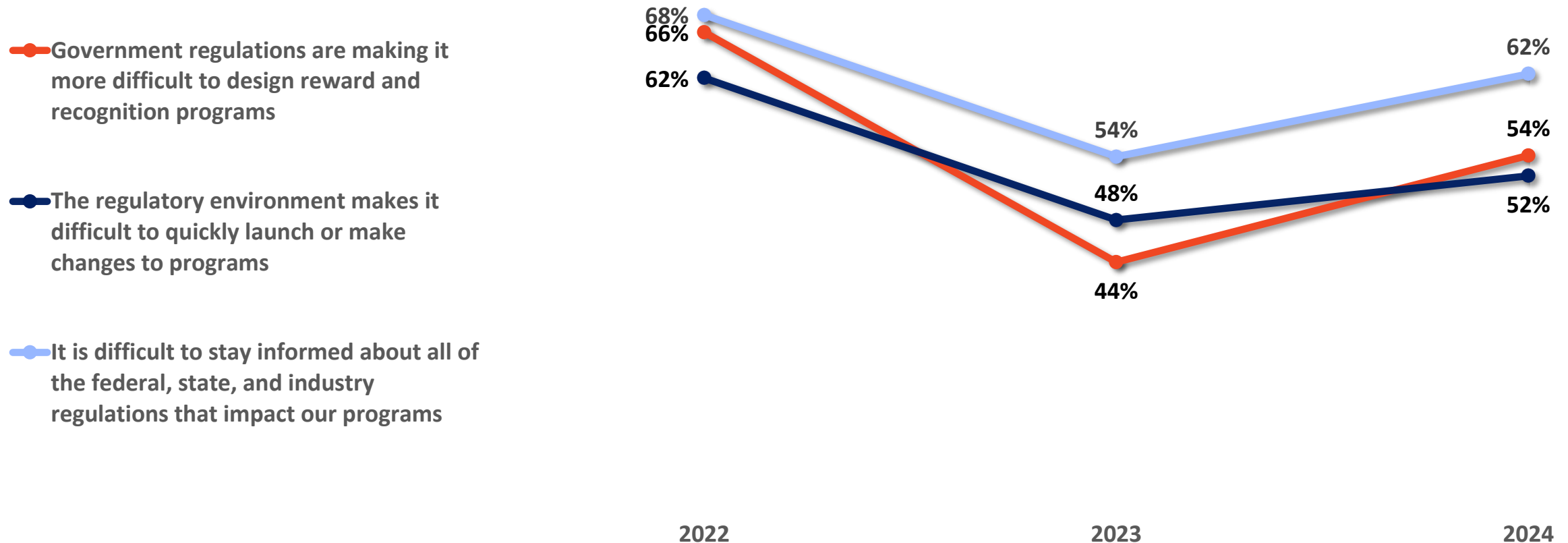
Third-party providers have lower positive sentiment (54%) than corporate entities (66%)

Notably, negative expectations for the regulatory environment impact is low, except for third parties

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Regulatory environment challenges in North America are expected to increase in the upcoming year

North American Perception of Regulatory Challenges



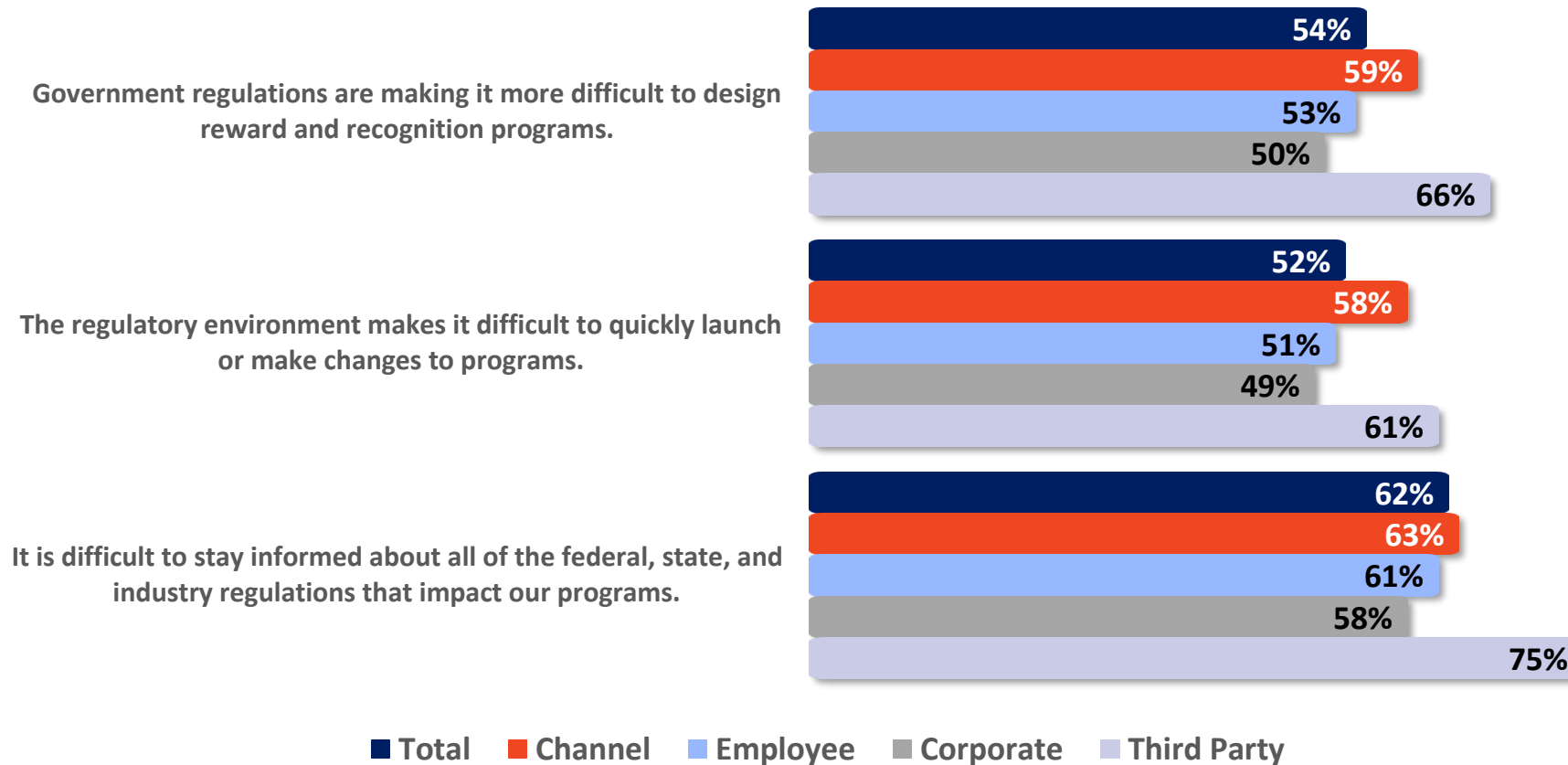
Q35: In the coming year, do you generally anticipate the following program elements will increase, decrease, or remain unchanged for your non-cash rewards and recognition programs?

Percent 'Strongly agree' or 'Agree'

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Third-party providers perceive greater challenges with regulatory environment than other groups in North America

North American Perception of Regulatory Challenges



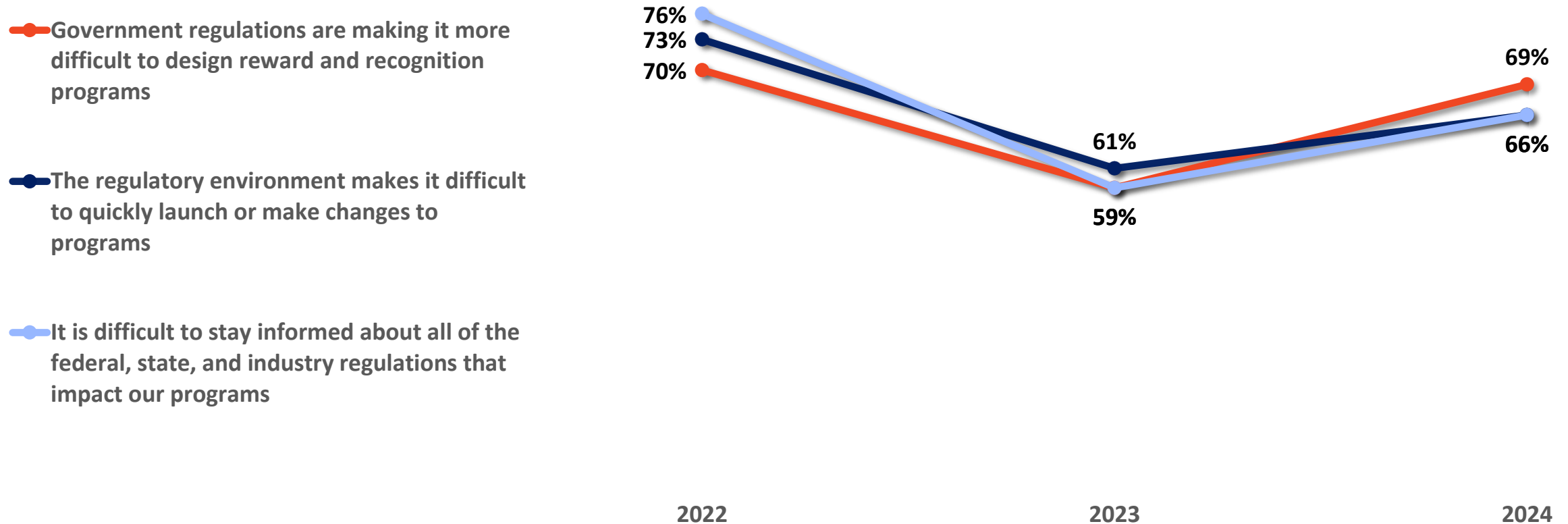
Channel program managers see regulations as slightly greater obstacles than those in employee programs

Third-party providers are 12% to 17% more likely than corporate entities to expect challenges with the regulatory environment in the coming year

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Regulatory environment challenges in Europe are expected to increase in the upcoming year

European Perception of Regulatory Challenges



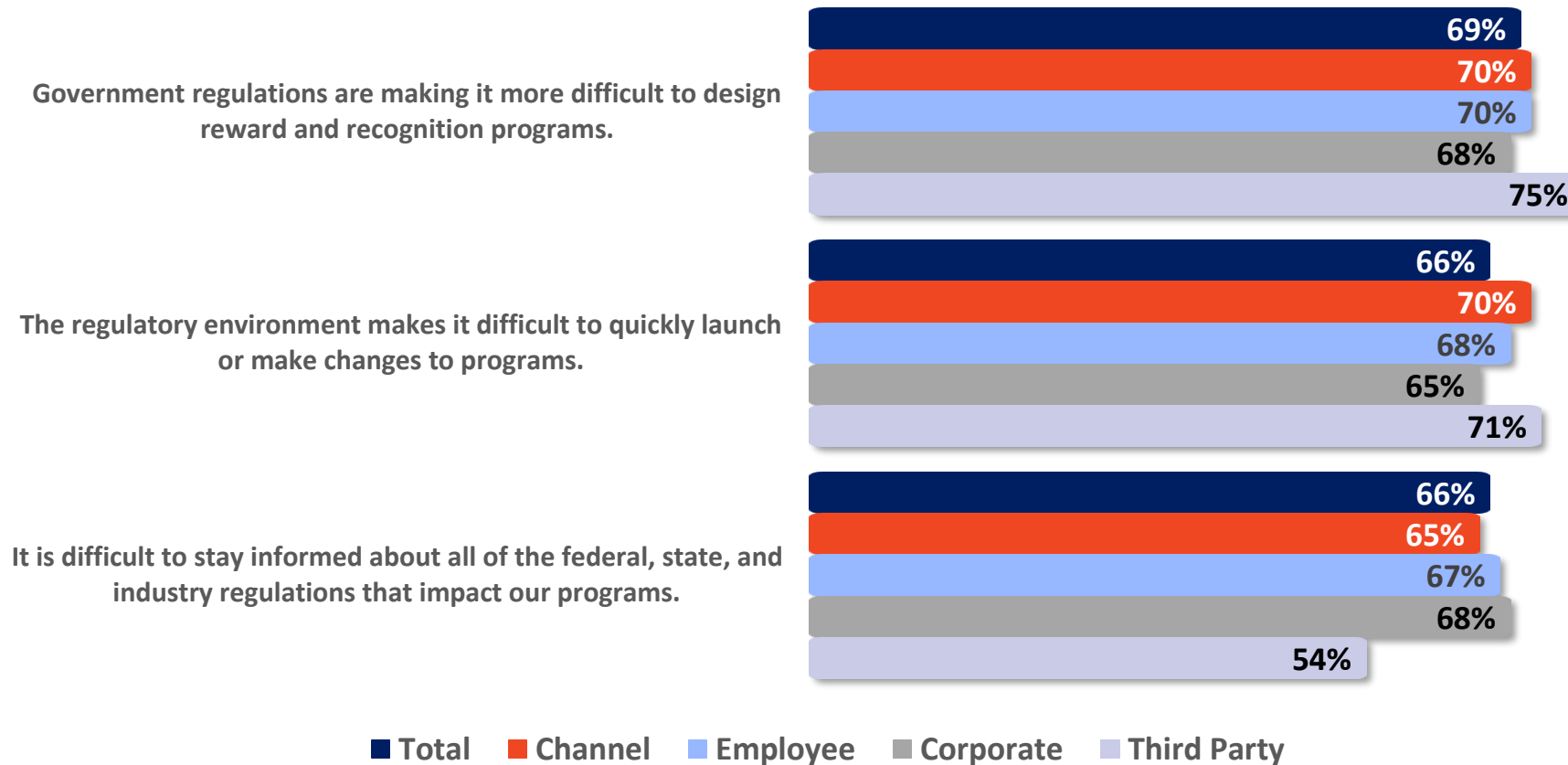
Q35: In the coming year, do you generally anticipate the following program elements will increase, decrease, or remain unchanged for your non-cash rewards and recognition programs?

Percent 'Strongly agree' or 'Agree'

▶ Regulatory Environment Impact on Non-Cash Reward Programs

Challenges with regulatory environment in Europe are high, but more evenly balanced than in North America

European Perception of Regulatory Challenges



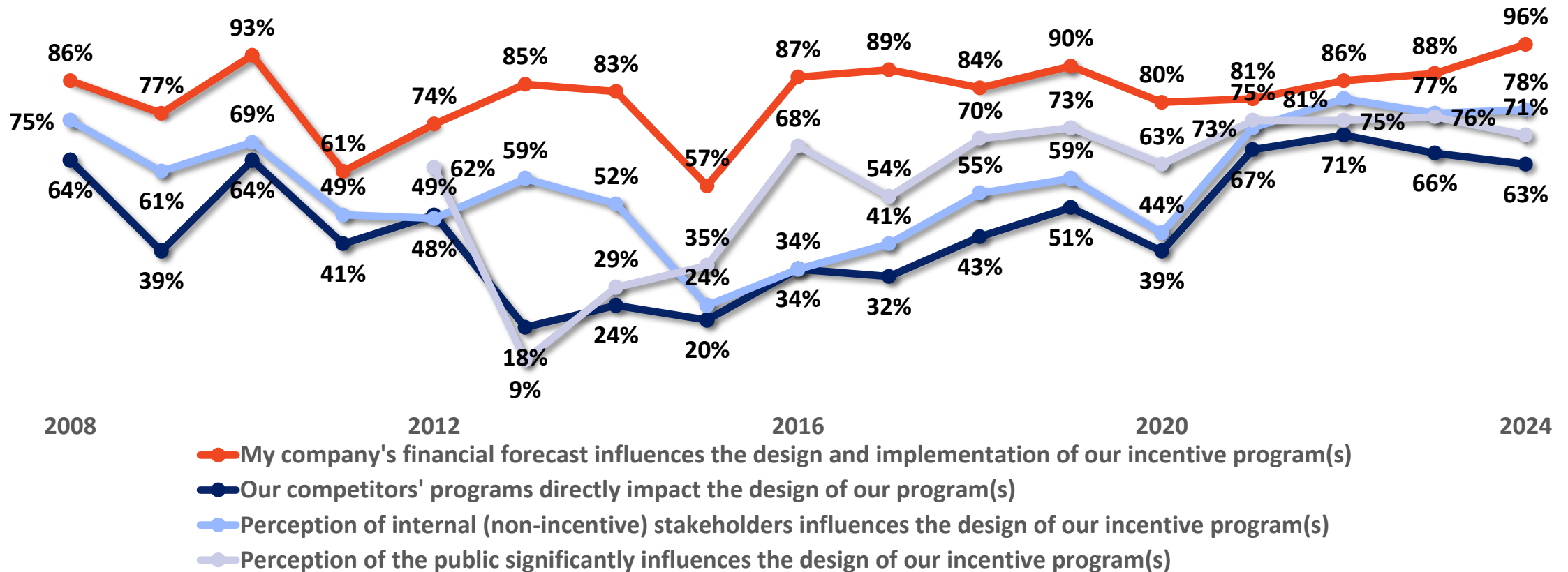
Channel and Employee programs face similar levels of regulatory obstacles

Third-party providers are more likely to perceive difficulties in designing, launching, and adjusting programs, but face fewer challenges staying informed about regulations than corporate entities

► Considerations for Non-Cash Reward Program Design

Though financial forecasts remain the primary driver in designing incentive programs, the impact of internal stakeholders and the public has stayed steady, while competitor impact is trending downward in North America

North American Non-Cash Reward Design Considerations



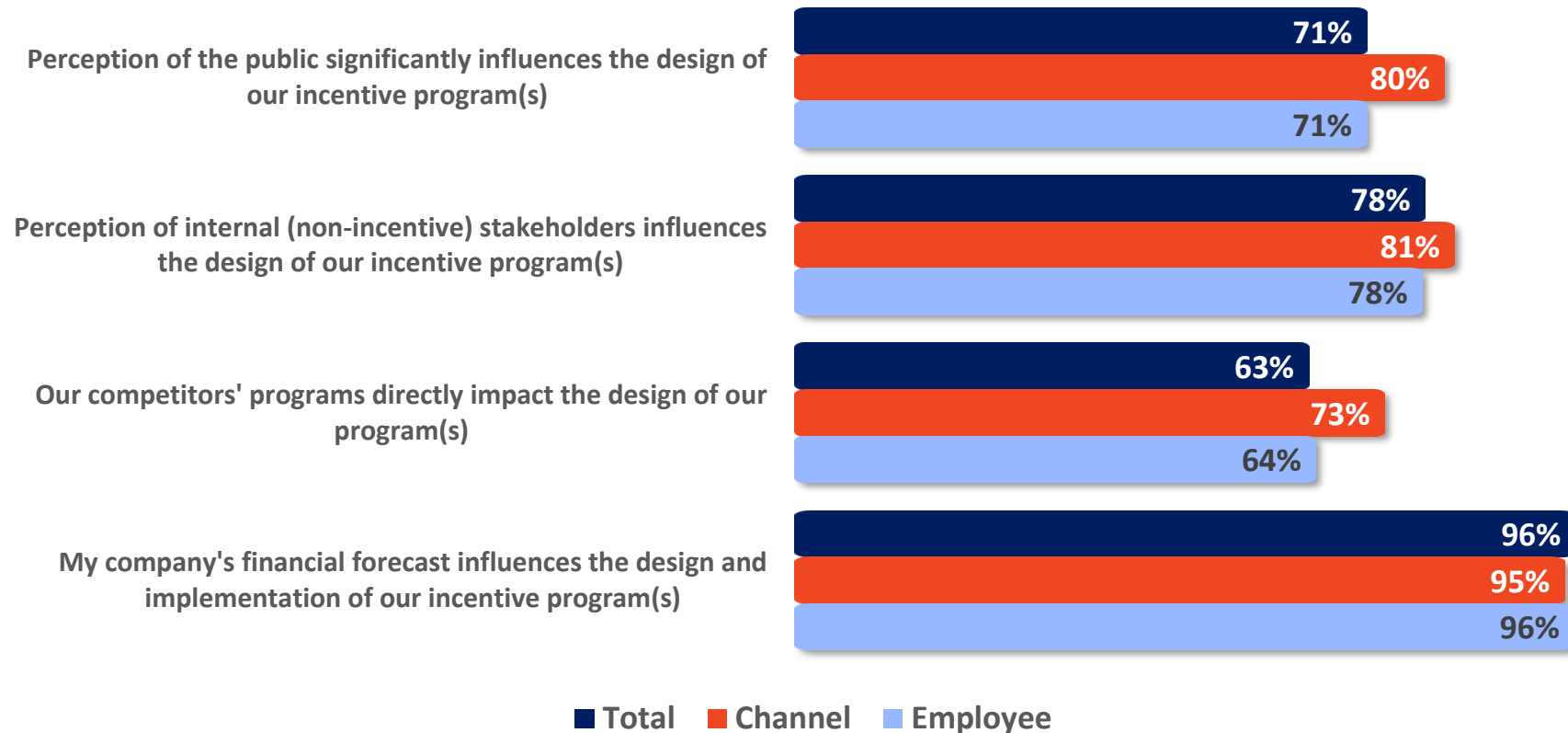
Q1: Please indicate the level of your agreement or disagreement with the following statements as they relate to your most recent incentive program.

Percent 'Strongly agree' or 'Agree'

▶ North American Considerations for Non-Cash Reward Program Design

Channel programs are influenced more by external factors, while employee programs are impacted by internal factors

North American Non-Cash Reward Design Considerations



Channel programs (80%) are significantly more influenced by public perception than employee programs (71%)

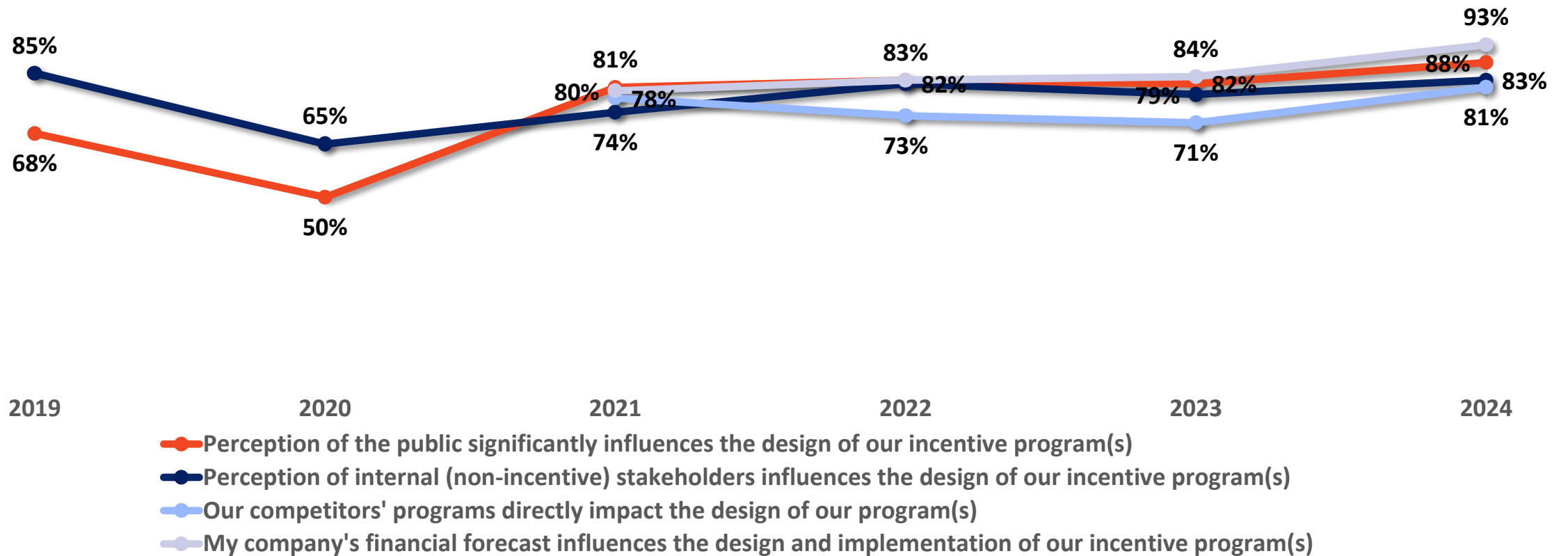
Channel programs (73%) also report greater influence from competitor programs compared to employee programs (64%)

Both employee and channel programs derive similar influence from internal stakeholders and the company's financial outlook

► Considerations for Non-Cash Reward Program Design

Public perception and competitor programs are increasingly influential in designing incentive programs in Europe, while internal stakeholders and financial forecasts remain key drivers

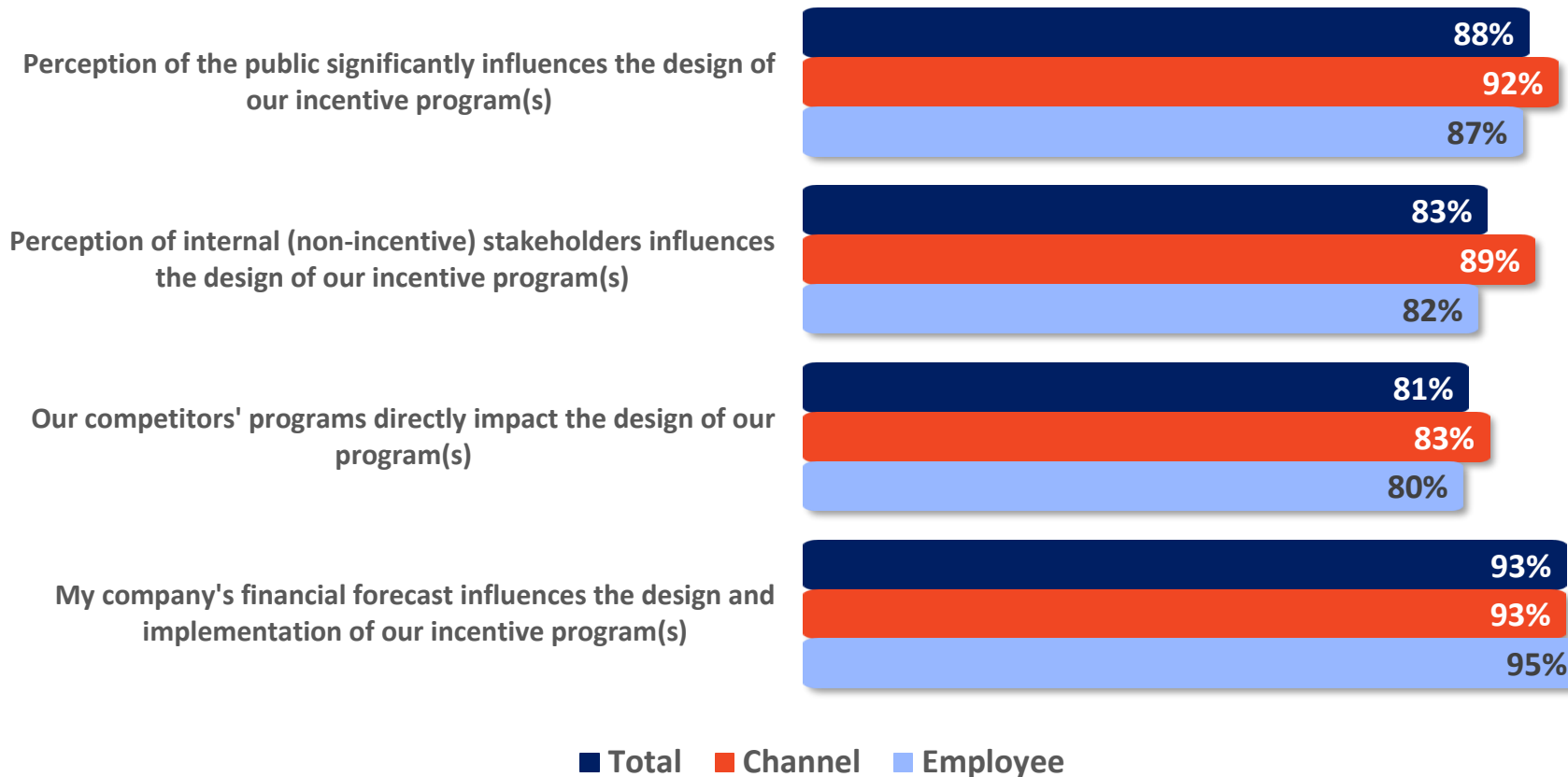
European Non-Cash Reward Design Considerations



► Considerations for Non-Cash Reward Program Design

Channel and employee programs have a similar, broad consideration of influence for reward program design

European Non-Cash Reward Design Considerations



Both Channel (92%) and employee (87%) programs are highly influenced by public perception, with only a slight difference in impact

Channel programs (89%) are somewhat more influenced by internal stakeholders than employee programs (82%).

The influence of competitor programs and financial forecasts between employee and channel programs are closely related



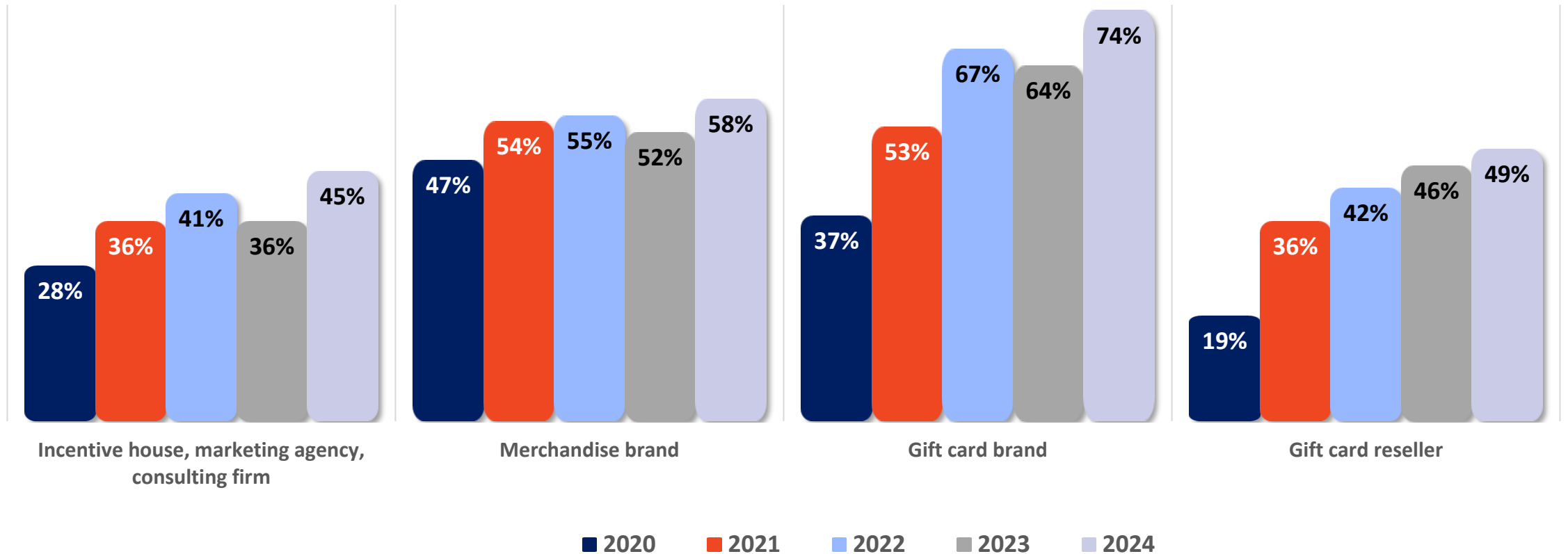
Q1: Please indicate the level of your agreement or disagreement with the following statements as they relate to your most recent incentive program.

Percent 'Strongly agree' or 'Agree'

▶ Direct Use of Partnerships for Non-Cash Reward Programs

All external partnerships display growth in frequency this year, with notable increases in gift card brands and incentive houses, marketing agencies, and consulting firms

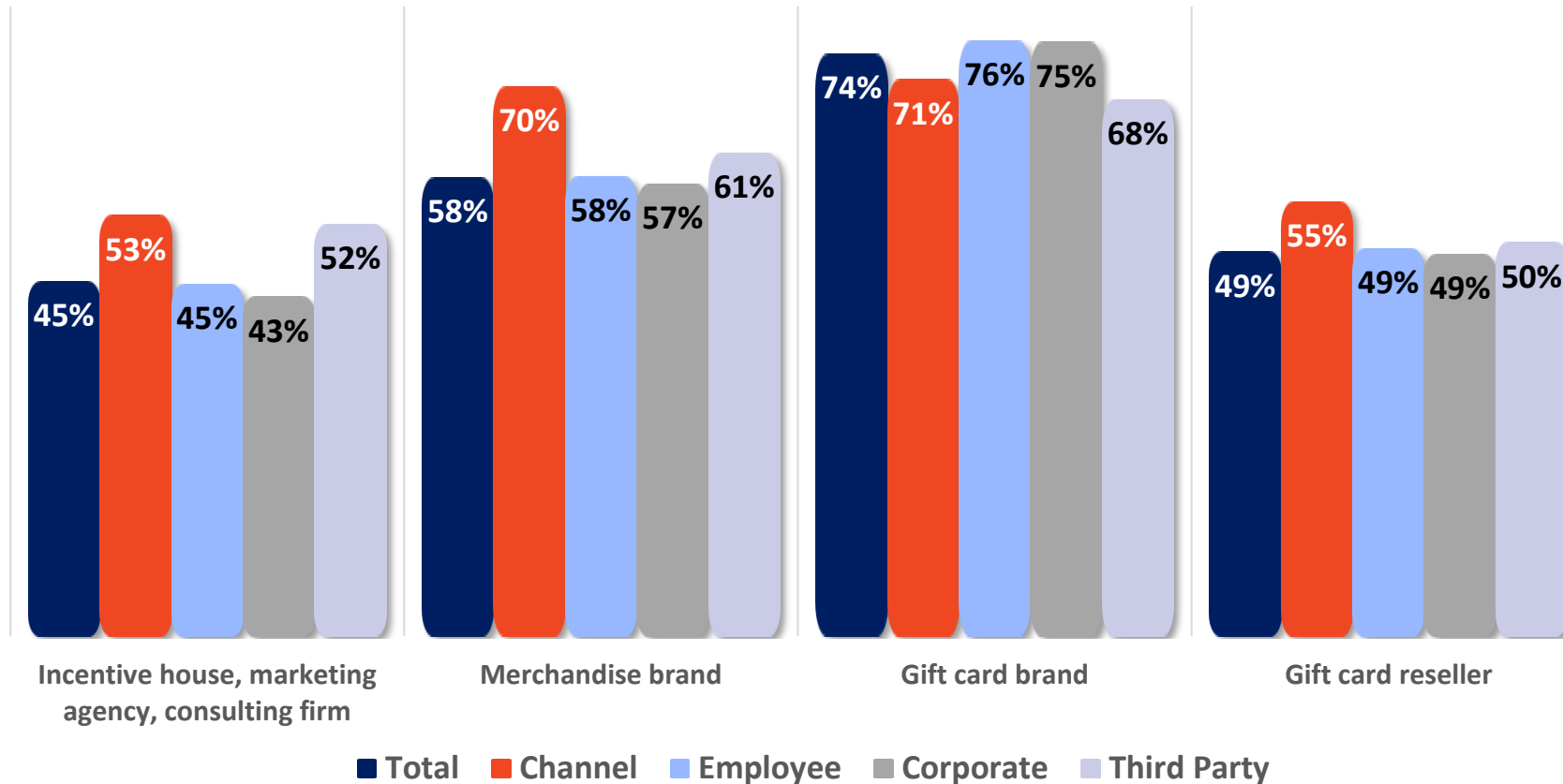
North American Non-Cash Reward Program Partnerships



▶ Direct Use of Partnerships for Non-Cash Reward Programs

North American channel programs spur external partnerships for non-cash reward programs

North American Non-Cash Reward Program Partnerships



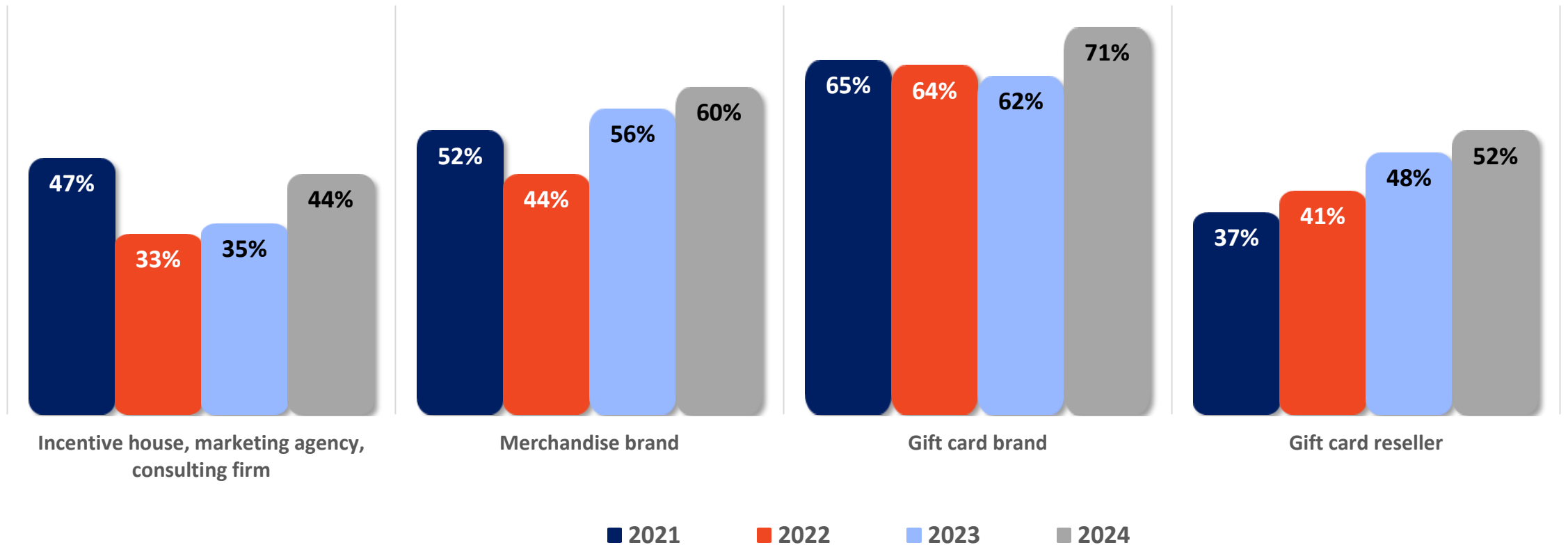
Channel programs are more likely to partner with merchandise brands (70%) and incentive houses (53%) compared to employee programs (58% and 45%, respectively), while employee programs have a slightly stronger relationship with gift card brands

Corporate programs are more likely to partner with gift card brands (75%) compared to third-party providers (68%), while third parties have a higher tendency to work with marketing agencies

▶ Direct Use of Partnerships for Non-Cash Reward Programs

External partnerships are growing in Europe, particularly with gift card brands, incentive houses, marketing agencies, and consulting firms

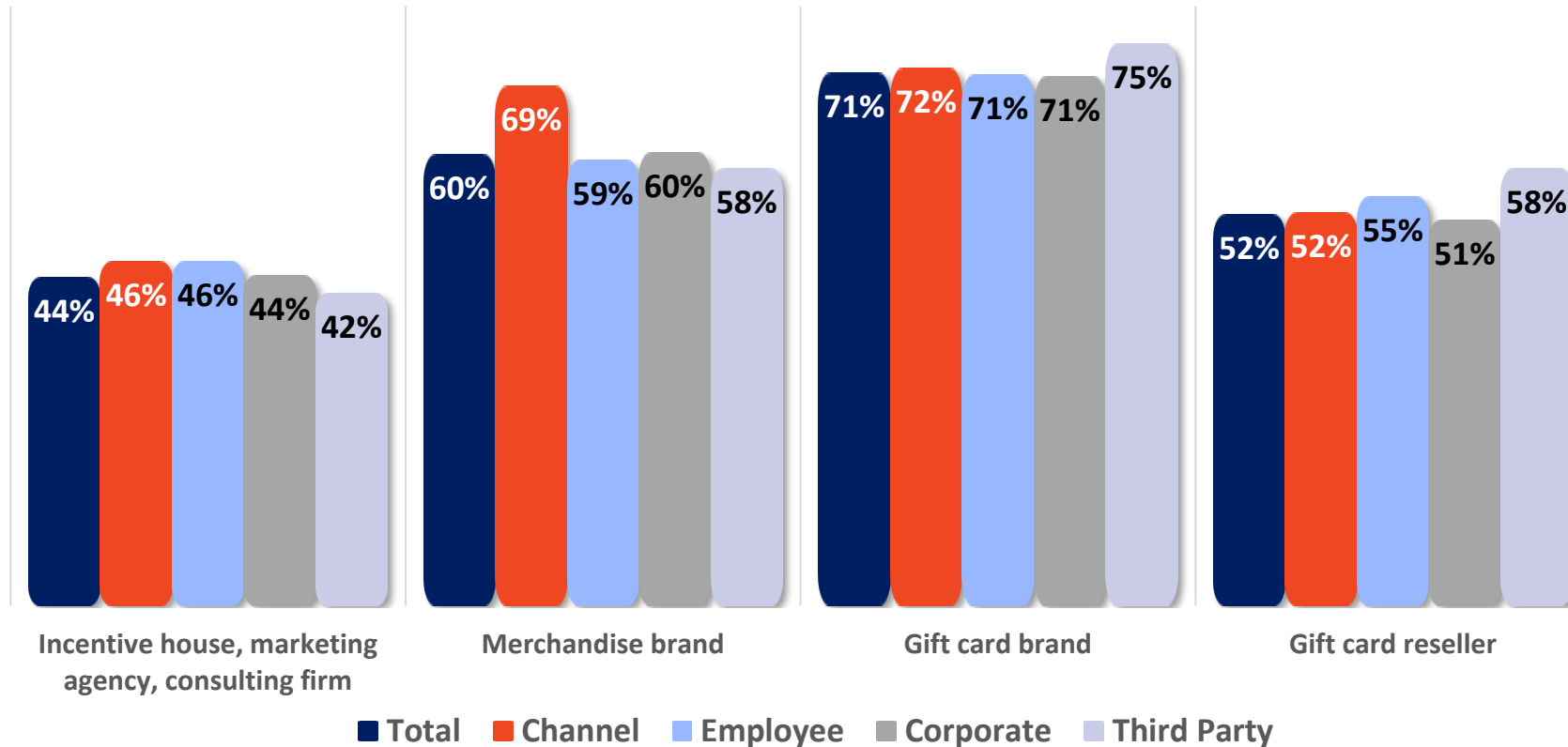
European Non-Cash Reward Program Partnerships



▶ Direct Use of Partnerships for Non-Cash Reward Programs

European programs show a similar external partnership landscape to North America, with gift card brands and merchandise brands being the most frequently used partners across all groups

European Non-Cash Reward Program Partnerships



Channel programs (69%) use merchandise brands more frequently than employee programs (59%), while all other partnerships display similarity

Third-party providers (58%) are more likely to partner with gift card resellers compared to corporate entities (51%), but both groups show a similar preference for merchandise brands, and gift card resellers

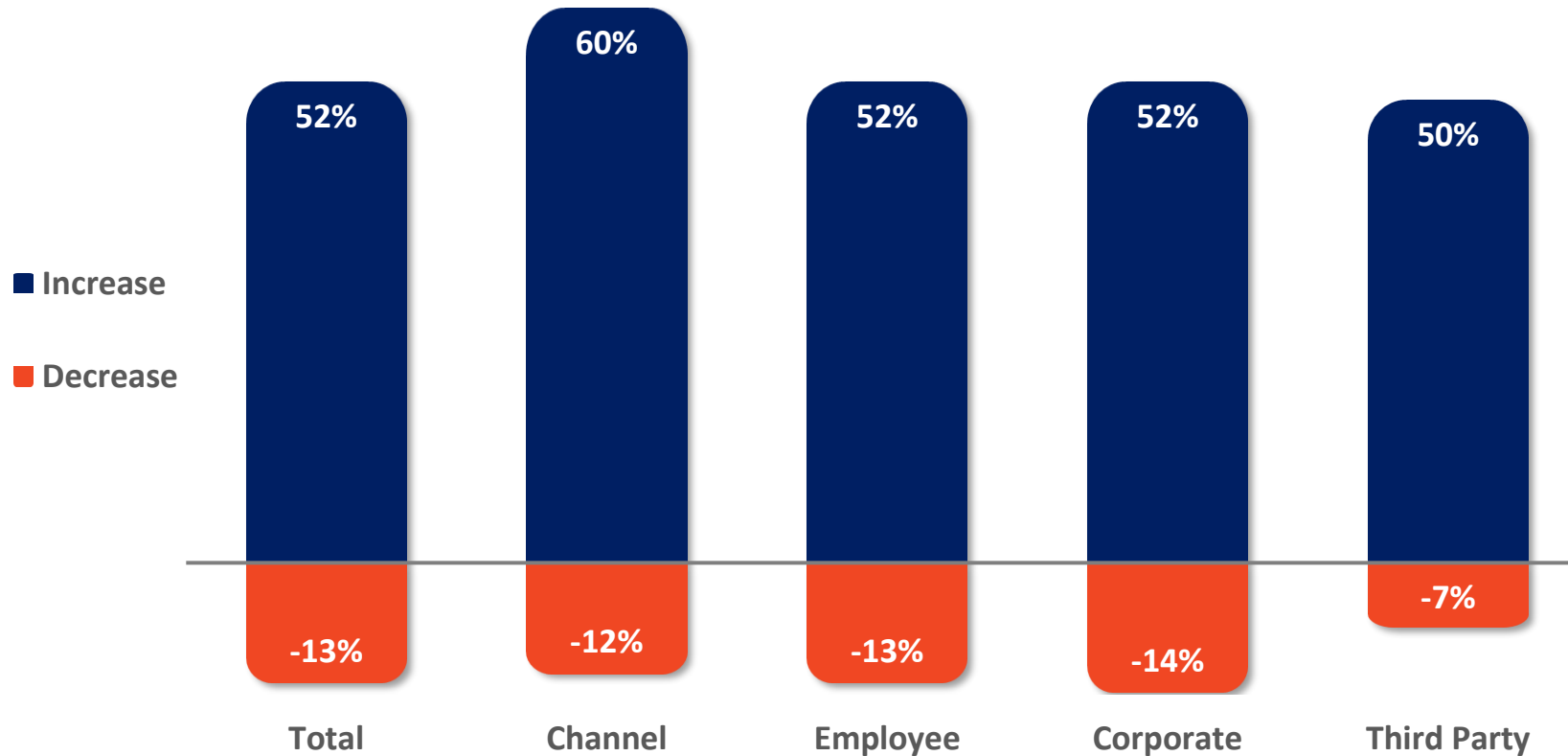


Merchandise

▶ Anticipated Shifts in Merchandise Rewards

Merchandise rewards are expected to continue to increase in popularity in North America

North American Anticipated Changes in Merchandise Reward Usage



52% of respondents expect merchandise rewards to increase, with only 13% expecting decreases

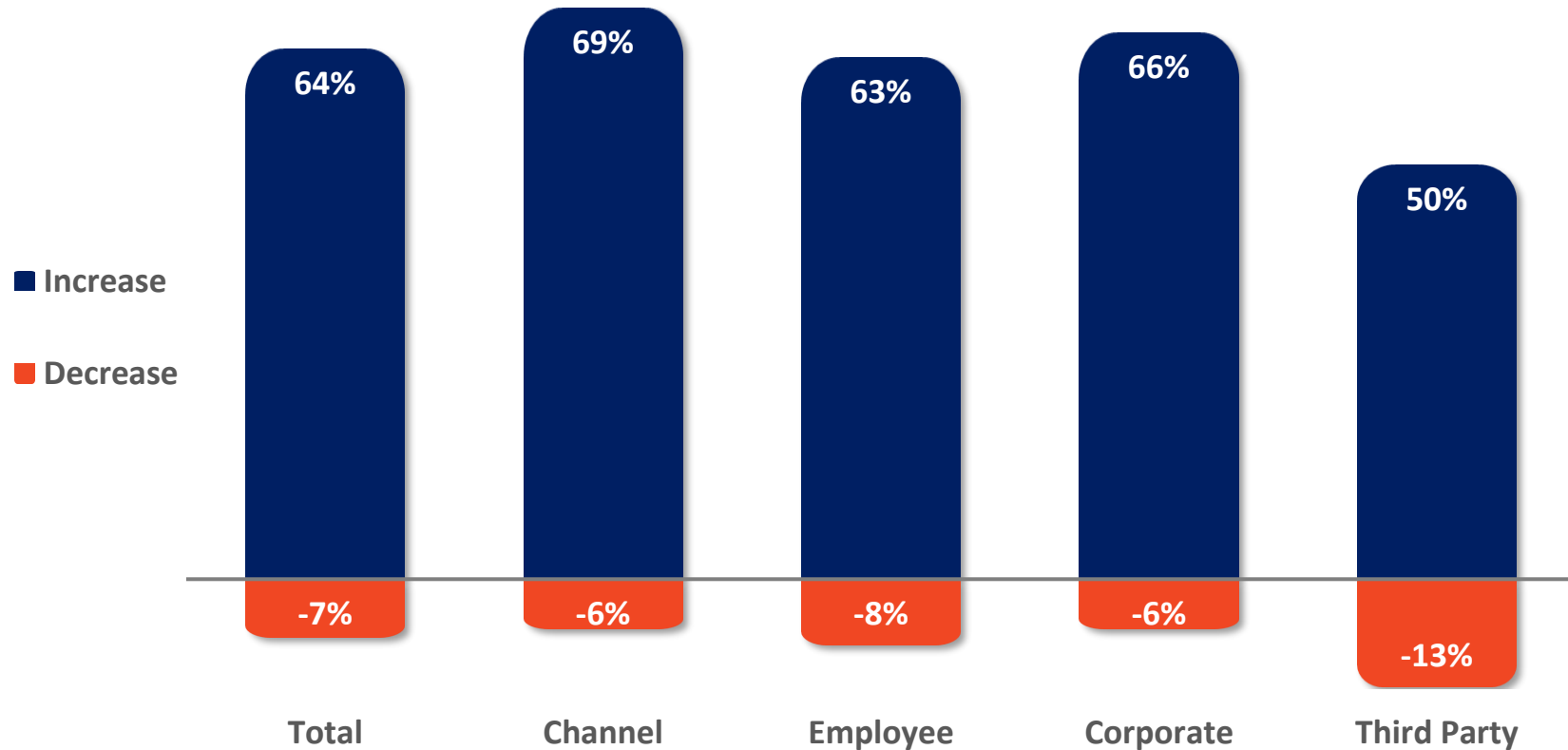
Channel programs are most likely to see increased merchandise reward usage (60%) while third parties are least likely (50%)

Decreases in merchandise use remain minimal, ranging from 7% to 14%

▶ Anticipated Shifts in Merchandise Rewards

Merchandise reward usage is also expected to increase in Europe

European Anticipated Changes in Merchandise Reward Usage



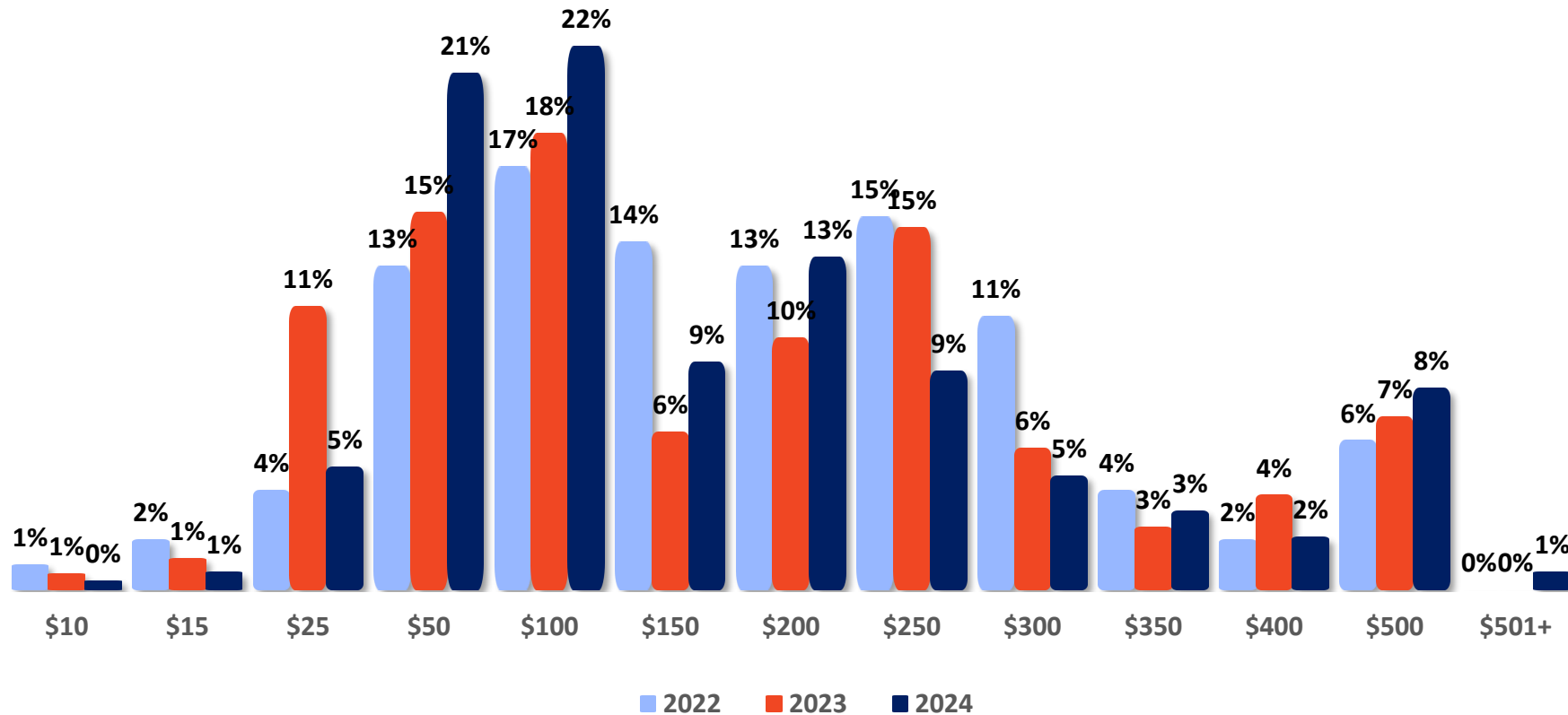
64% of Europeans expect merchandise rewards to increase, with only 7% expecting decreases

Corporate programs are more likely to see increases than third parties (66% to 50%) and are less likely to experience decreases

► Merchandise Reward Value

Average merchandise spend per instance for reward/recognition programs remains steady in North America

North American Average Spend Per Merchandise Reward Instance



The average spend per instance in 2024 is \$177, consistent with 2023, but a slight decrease from \$191 in 2023

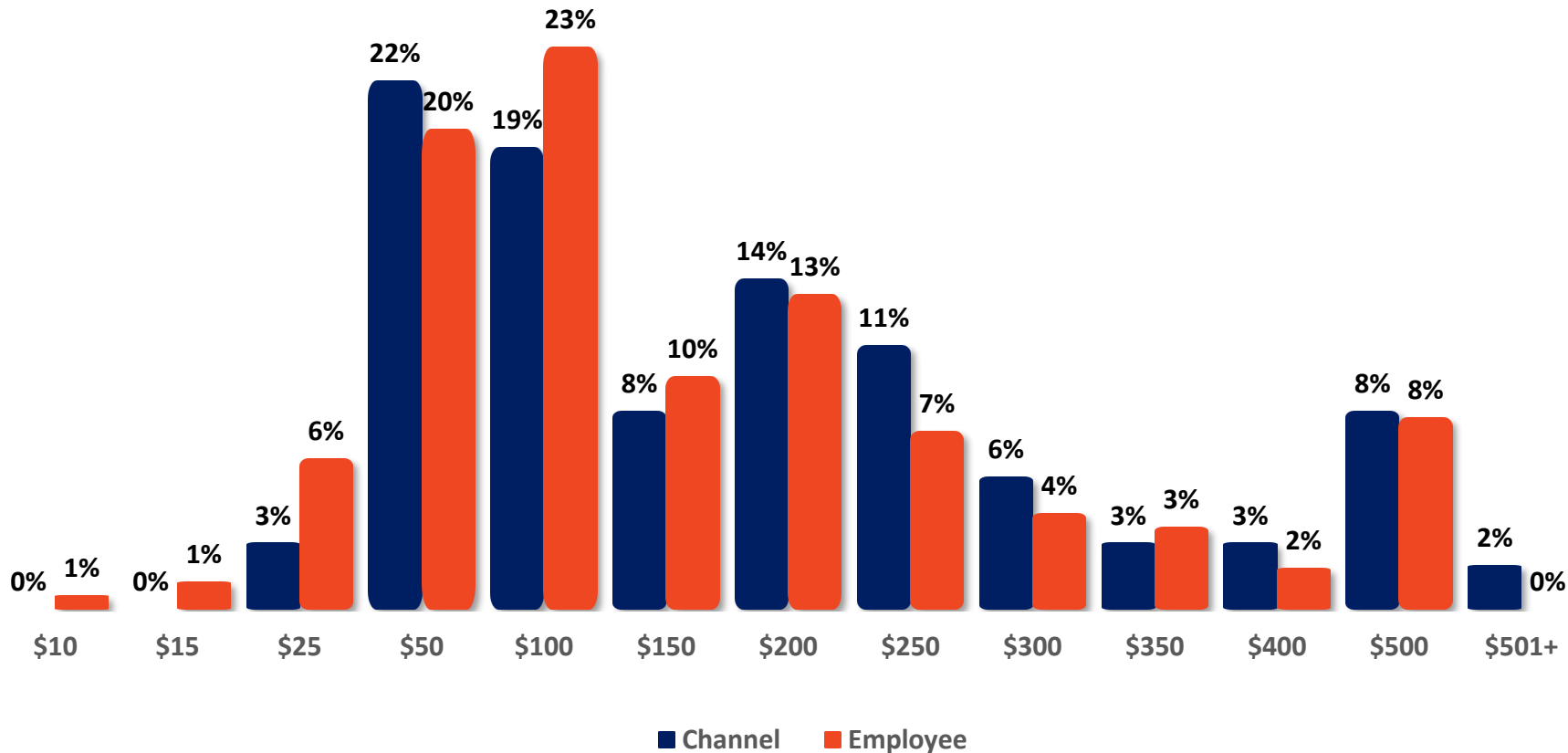
\$50 and \$100 remain the most common average spend amounts, with 22% and 21% of programs, respectively, falling into these categories

Spending at higher levels (over \$250) has decreased significantly, dropping from 15% in 2023 to 9% in 2024

► Merchandise Reward Value

Channel programs spend more on merchandize per instance than employee programs in North America

North American Average Spend Per Merchandise Reward Instance



Channel programs have a cumulative average spend of \$193, compared to \$167 for employee programs

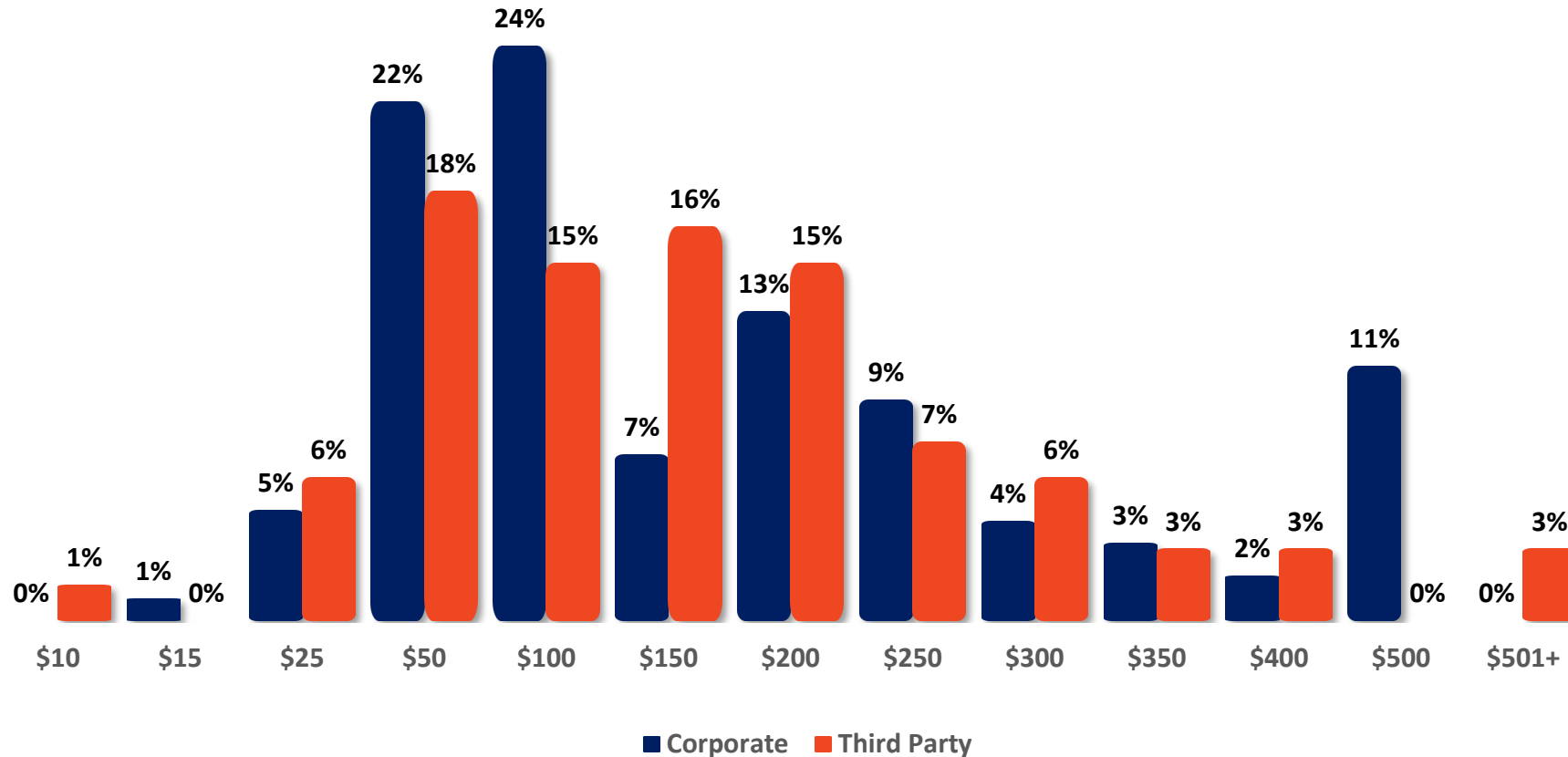
32% of channel programs have an average spend of \$250 or more, compared to 25% of employee programs

51% of employee programs have an average spend of \$50 or less, compared to 44% of channel programs.

► Merchandise Reward Value

North American corporations and third-party providers have similar average spend on merchandise per instance

North American Average Spend Per Merchandise Reward Instance



Both corporate programs and third-party providers have a cumulative average spend of \$179

51% of corporate programs and 40% of third-party providers have an average spend of \$100 or less

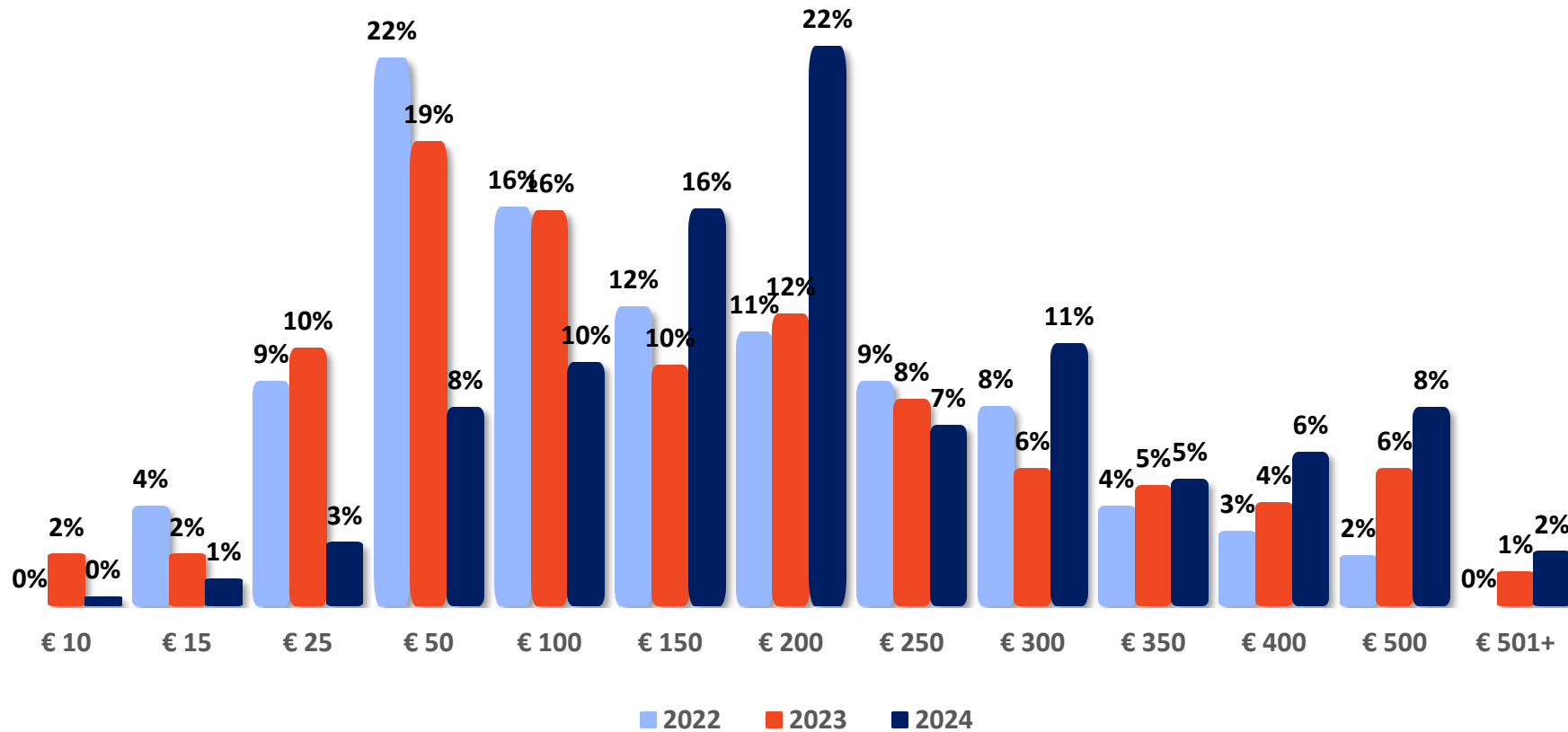
38% of corporate programs and 51% of third-party providers have an average spend ranging from \$150 to \$400

11% of corporate programs report spending \$500 or more per merchandise instance, a significantly higher proportion than third-party providers (0%)

► Merchandise Reward Value

Merchandise spend is on the rise in Europe

European Average Spend Per Merchandise Reward Instance



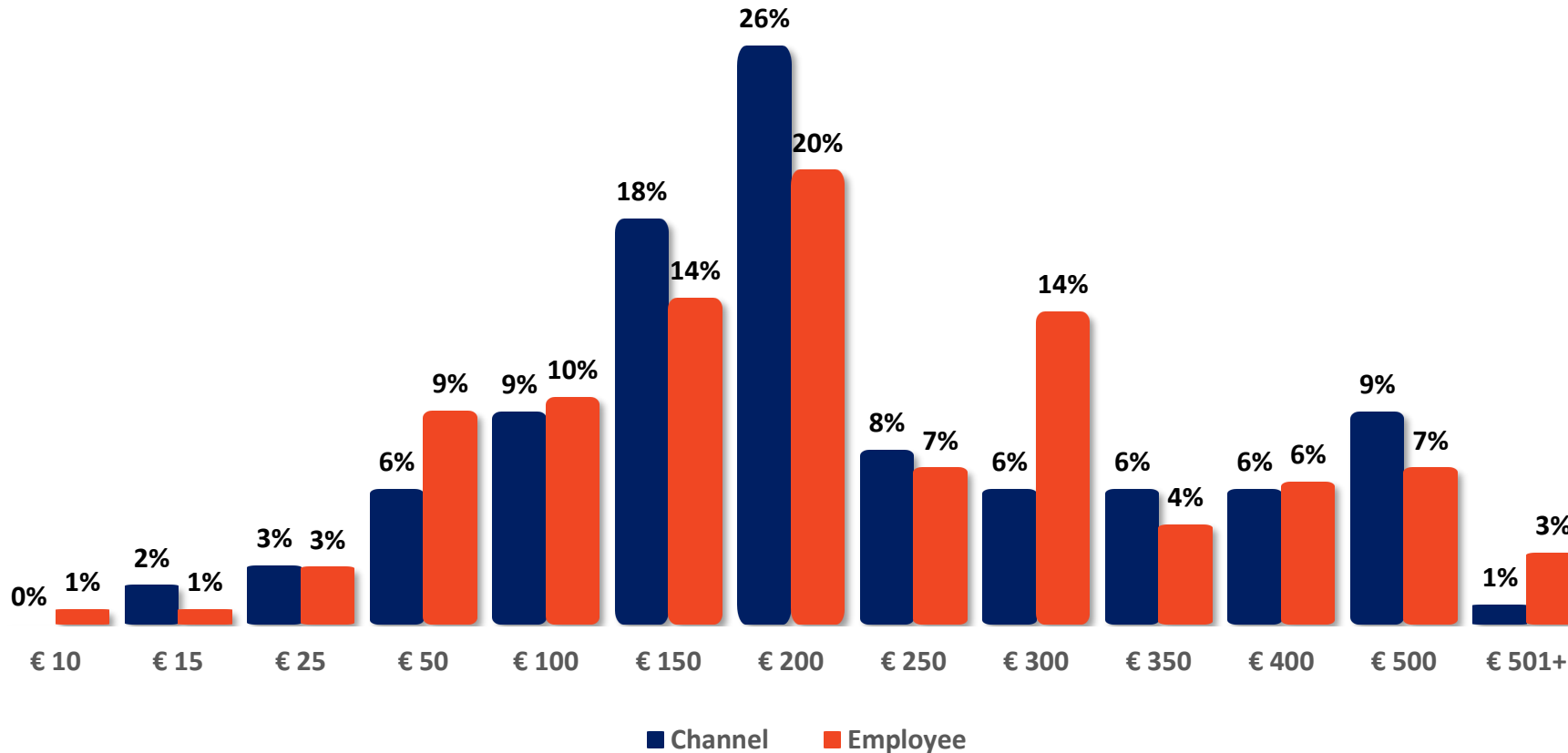
Average spend per instance has increased to €232 in 2024, up from €174 in 2023 and €152 in 2022

8% of programs are now spending €150 or more per instance, a significant increase from 51% in 2023 and 49% in 2022, reflecting a sharp rise in the past year

► Merchandise Reward Value

Employee programs spend only slightly more on merchandise per instance than channel programs in Europe

European Average Spend Per Merchandise Reward Instance



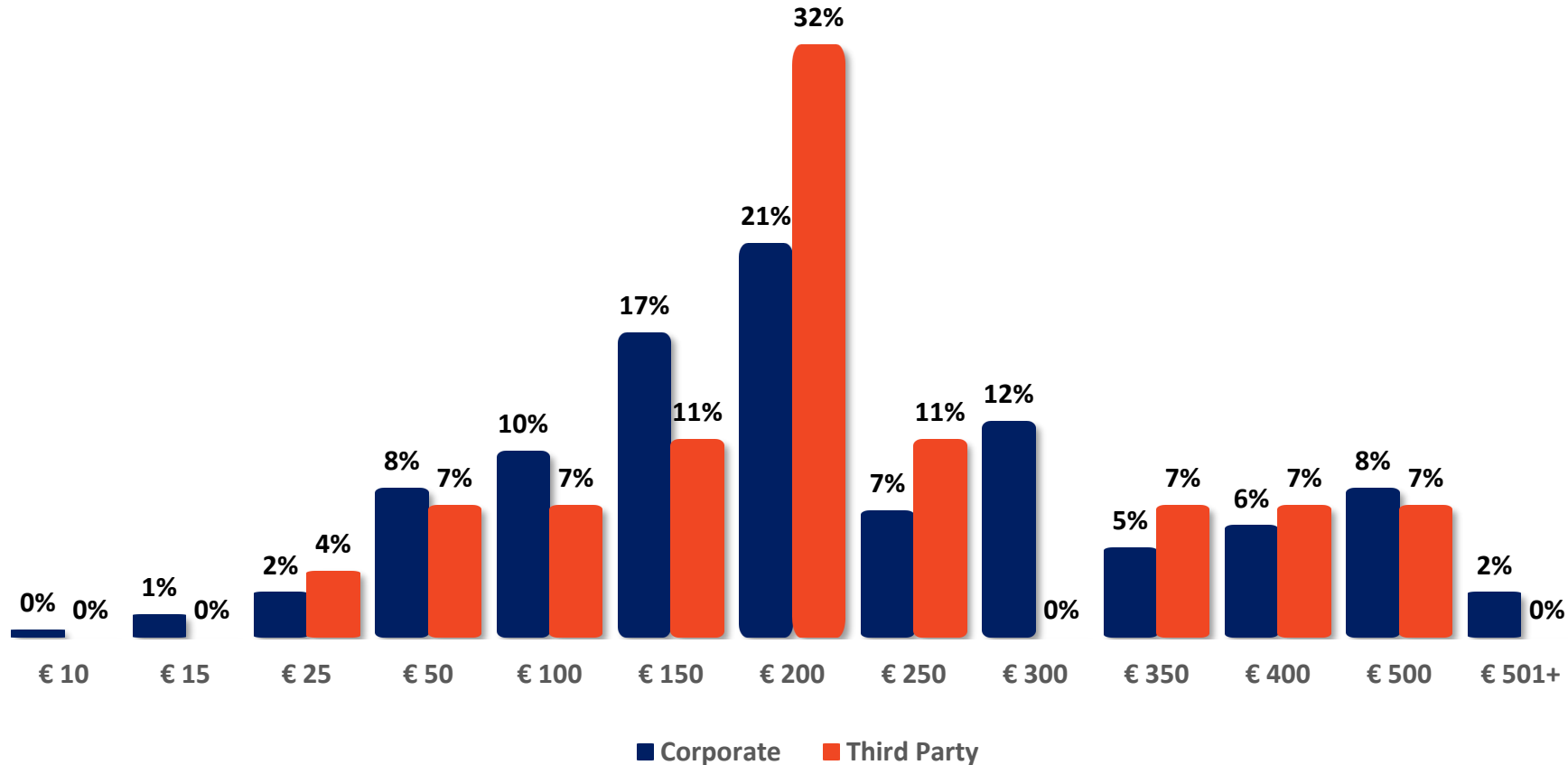
Employee programs have a cumulative average spend of €235, compare to channel programs at €228

Channel programs are more likely to average mid-range values on merchandise (€100 to €250), while employee programs are more likely to have extreme spends on merchandise

► Merchandise Reward Value

Corporate programs spend only slightly more on merchandise rewards than third-party providers in Europe

European Average Spend Per Merchandise Reward Instance



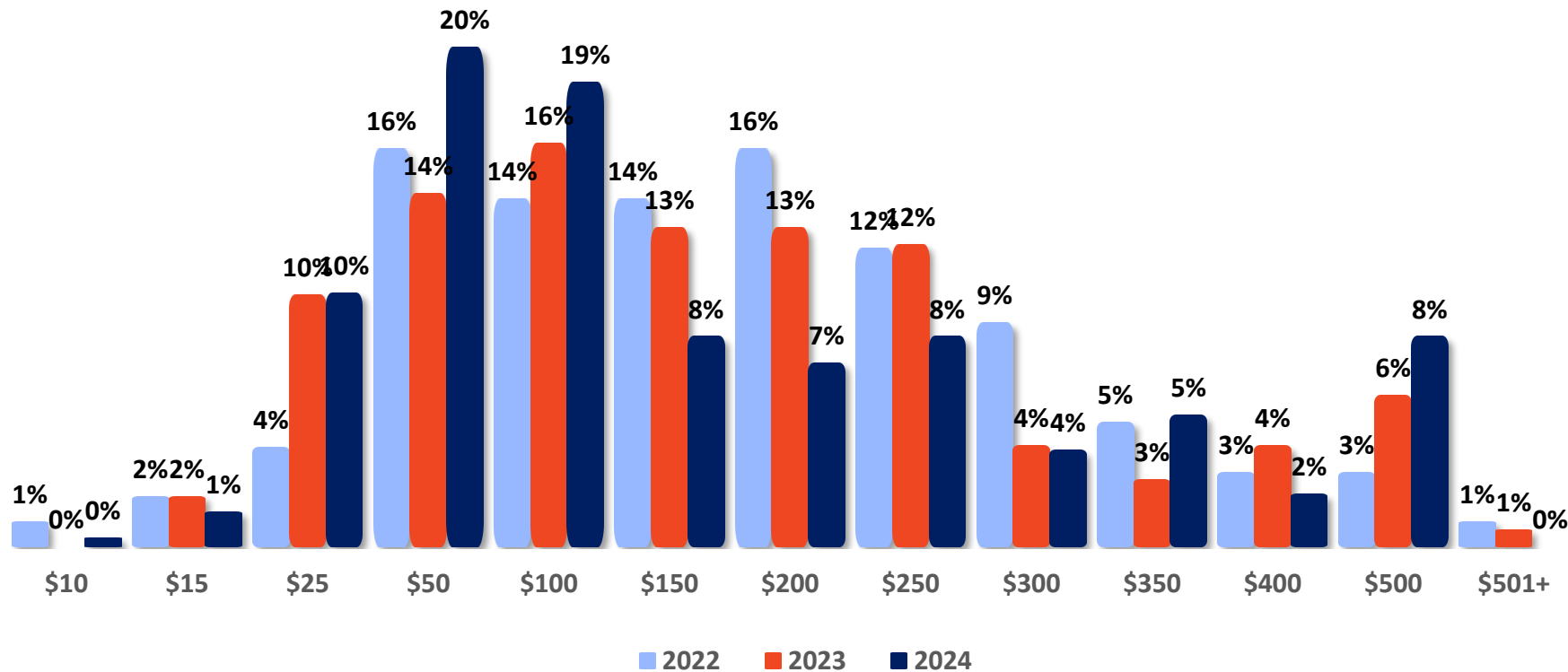
Corporate programs have a cumulative average spend of €233, compared to €224 for third-party providers

Corporations are more likely to have high average merchandise spends (€300 or more), while third-party providers tend to focus more on medium-range spends (€150 to €250).

► Merchandise Reward Value for On-Site Gifting

Average spend per instance for on-site gifting is slightly reduced in North America

North American Average Merchandise Spend Per Instance of On-Site Gifting



The average spend per instance is \$170 in 2024, down from \$178 in 2023 and \$185 in 2022

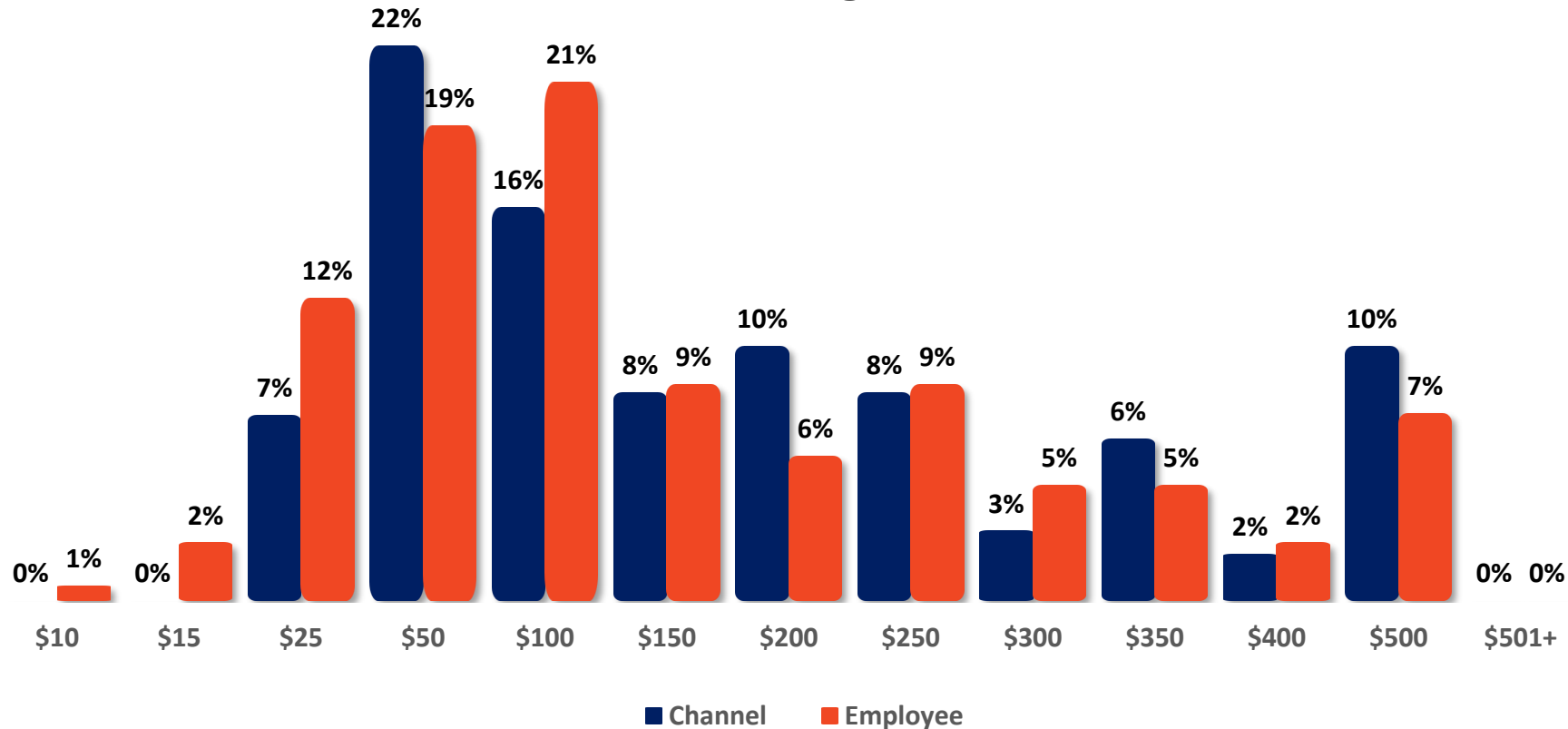
Instances of gifts averaging \$100 or less have increased (51% compared to 43% and 37% in each of the respective two past years)

Though average spending is down, instances of \$500+ rewards are up

► Merchandise Reward Value for On-Site Gifting

Channel programs in North America tend to spend more on merchandise for on-site gifting than employee programs

North American Average Merchandise Spend Per Instance of On-Site Gifting



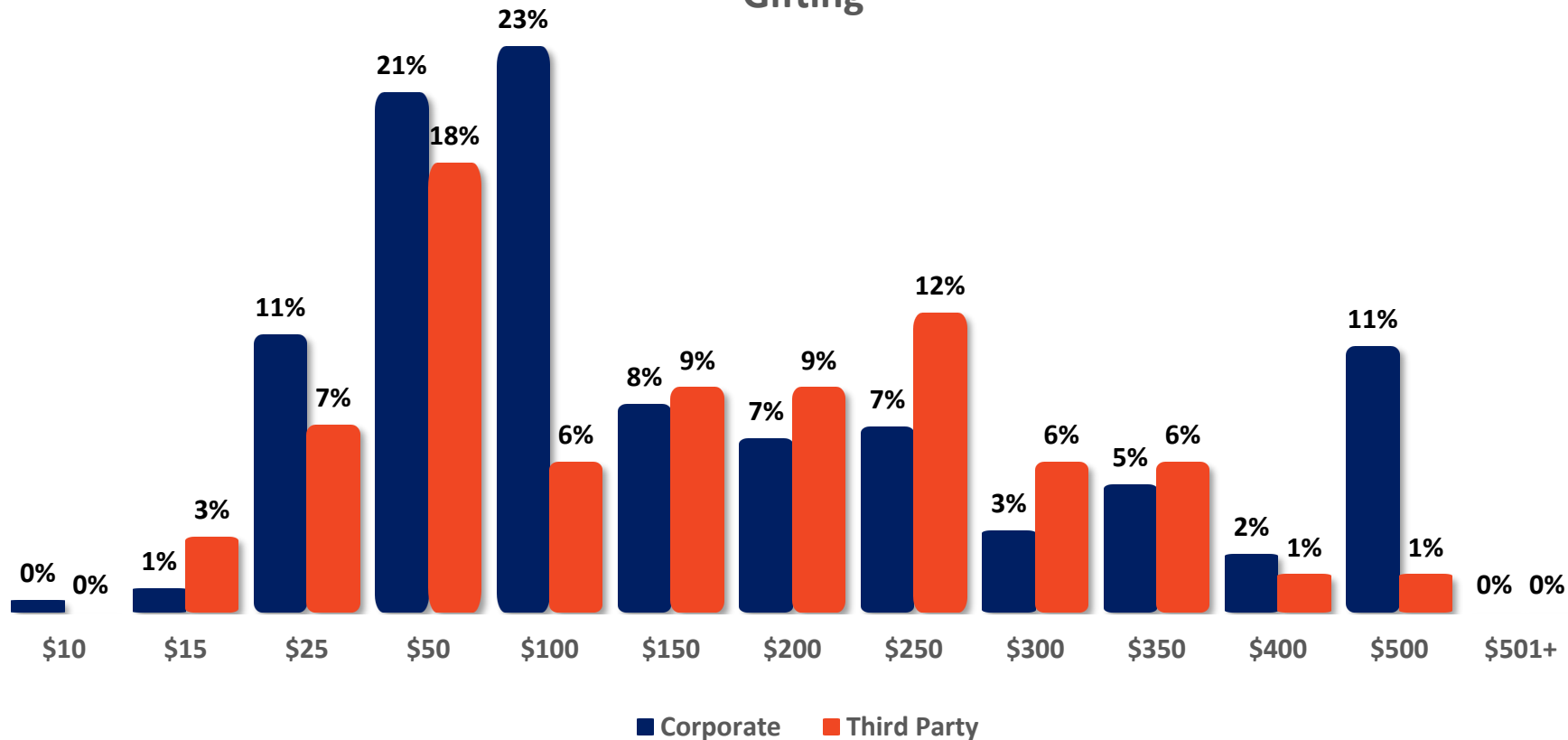
Channel programs have a cumulative average spend of \$184, compared to \$162 for employee programs

Channel programs are more likely to have high average merchandise spends on event-gifting (e.g., \$200 or more), while employee programs are more likely to have lower average spends (e.g., \$50 or less)

► Merchandise Reward Value for On-Site Gifting

North American corporations spend slightly more on on-site gifting than third-party providers

North American Average Merchandise Spend Per Instance of On-Site Gifting



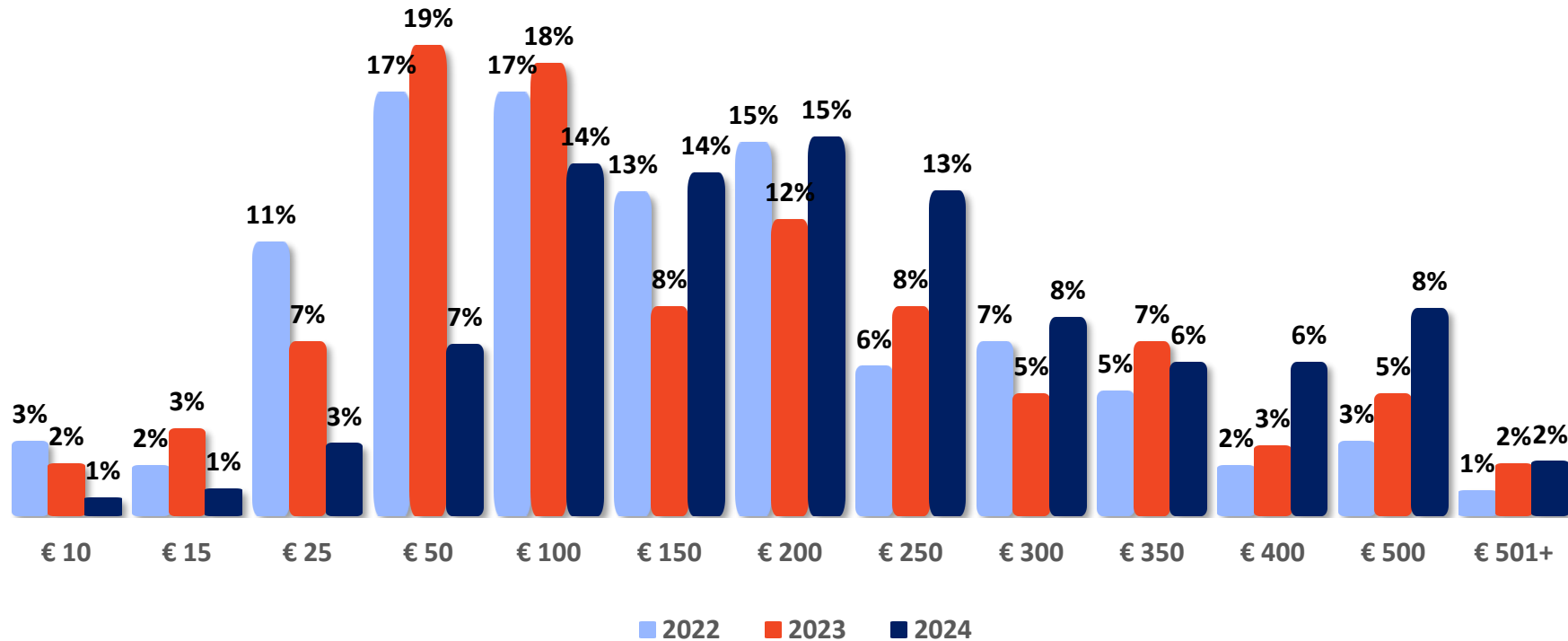
Corporate programs have a cumulative average spend of \$171, compared to \$165 for third-party providers

Corporations are more likely to have extreme event gift spends (\$500+ or less than \$150), while third parties are more likely to spend mid-range amounts

► Merchandise Reward Value for On-Site Gifting

Contrary to North America, merchandise spend for on-site gifting is rising in Europe

European Average Merchandise Spend Per Instance of On-Site Gifting



The average spend per instance is €233, up from €177 in 2023 and €156 in 2022

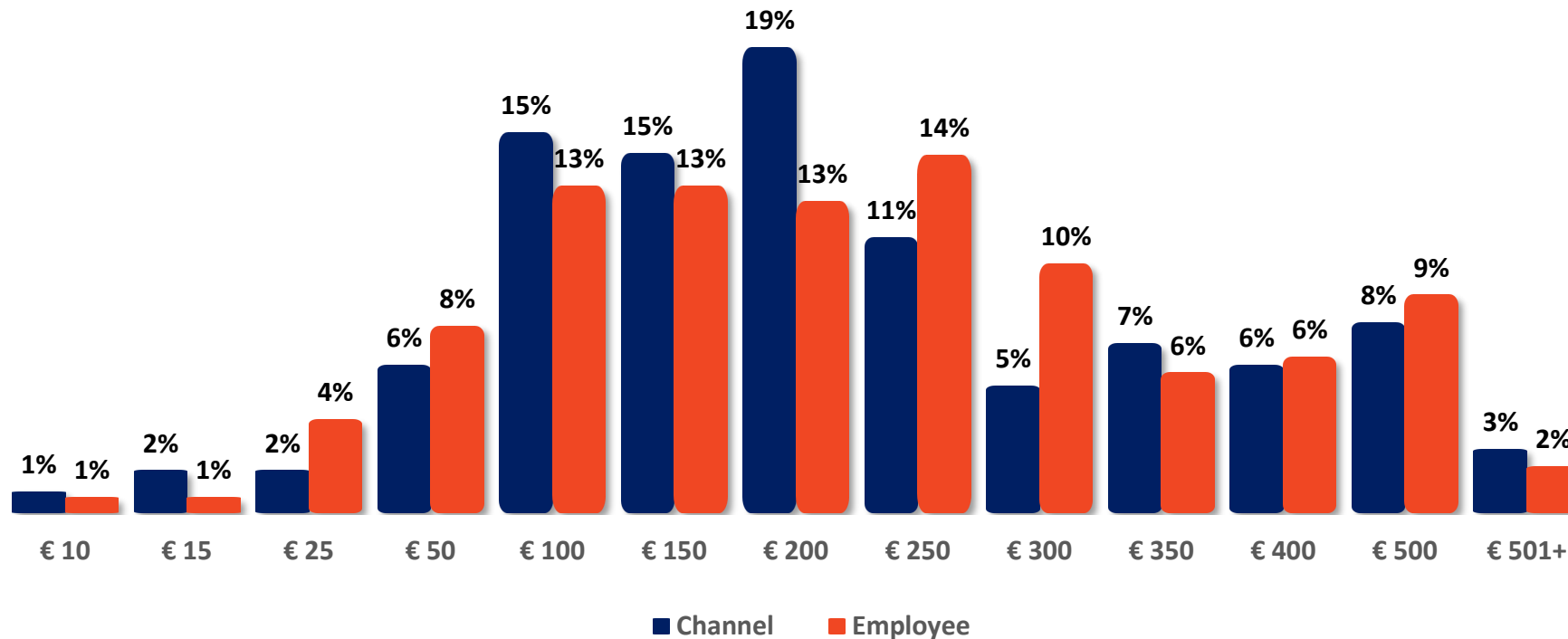
Instances with gifts averaging €100 or less has decreased, dropping to 26% after maintaining 50% each of the last two years

Instances of €400+ rewards are increasing, with 17% of programs reporting such high-value gifts, compared to 10% in 2023 and 6% in 2024

► Merchandise Reward Value for On-Site Gifting

European channel and employee programs have different spending patterns, but similar average expenditures

European Average Merchandise Spend Per Instance of On-Site Gifting



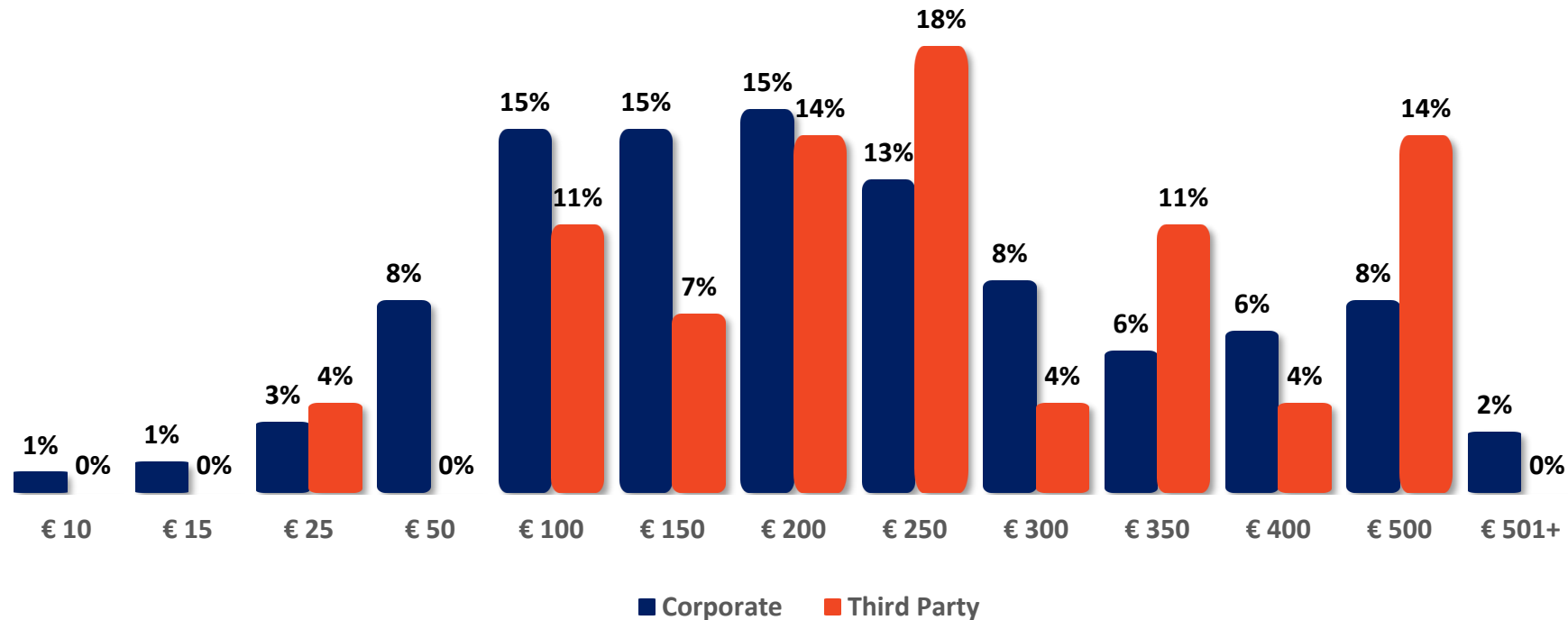
Though having differing distributions, channel and employee programs have similar average spends per instance on on-site gifts (€230 and €235, respectively).

Channel programs have greater frequency of mid-range spends (€100 to €200), while employee programs are more consistent throughout

► Merchandise Reward Value for On-Site Gifting

Third-party providers tend to have higher average spends on on-site gifting than corporate programs in Europe

European Average Merchandise Spend Per Instance of On-Site Gifting



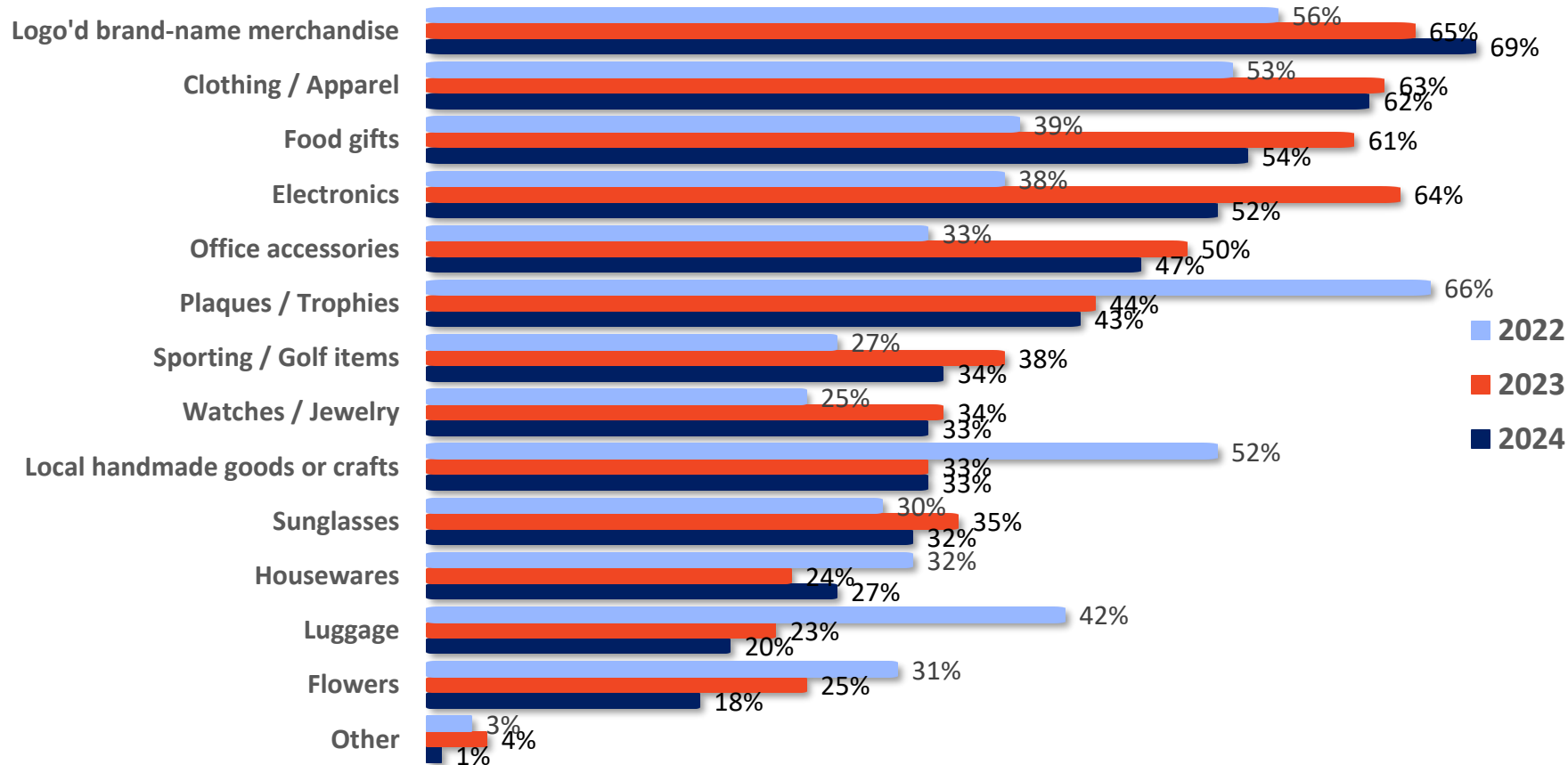
Third parties have a higher cumulative average spend of €268, compared to €229 for corporations

Corporate programs are more likely to have low-range spends (€150 or less), while third-party providers tend to have higher spend instances (€300+)

► Merchandise Rewards Prevalence

Increasing in popularity, logo'd brand-name merchandise continues to be most prevalent in North America

North American Merchandise Use in Non-Cash Reward Programs



Only logo'd brand-name merchandise (+4%) and housewares (+3%) saw increased popularity over the past year, indicating a diminishing variety of rewards in program use

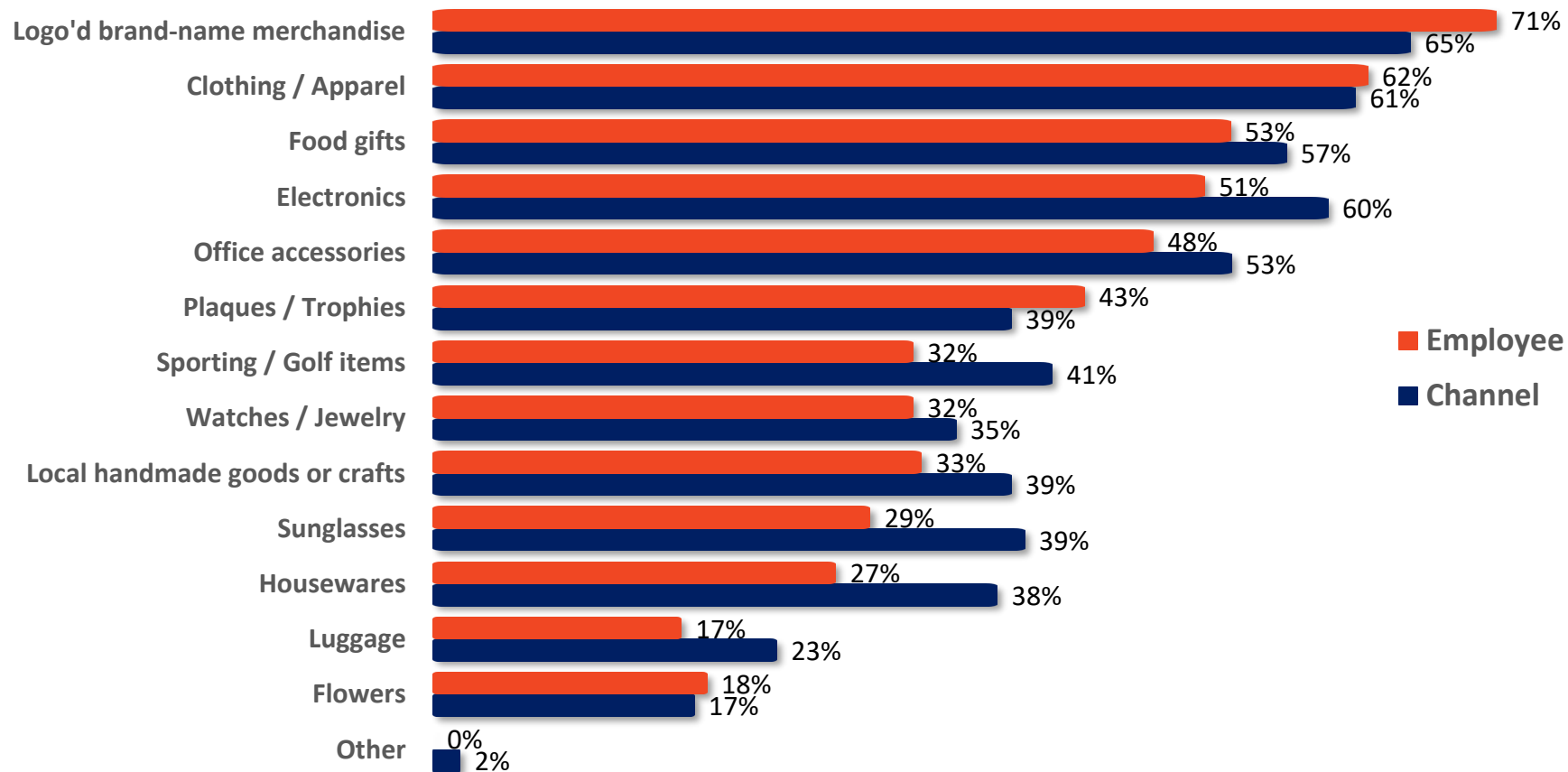
Electronics (-12%), food gifts (-7%), and flowers (-7%) experienced the greatest declines in popularity

Clothing/apparel remains a consistently common choice for merchandise rewards

► Merchandise Rewards Prevalence

North American channel programs emphasize variety, while employee programs target more popular reward types

North American Merchandise Use in Non-Cash Reward Programs



Channel programs use a wider variety of rewards, having higher frequency of use in 9 of the 13 merchandise types

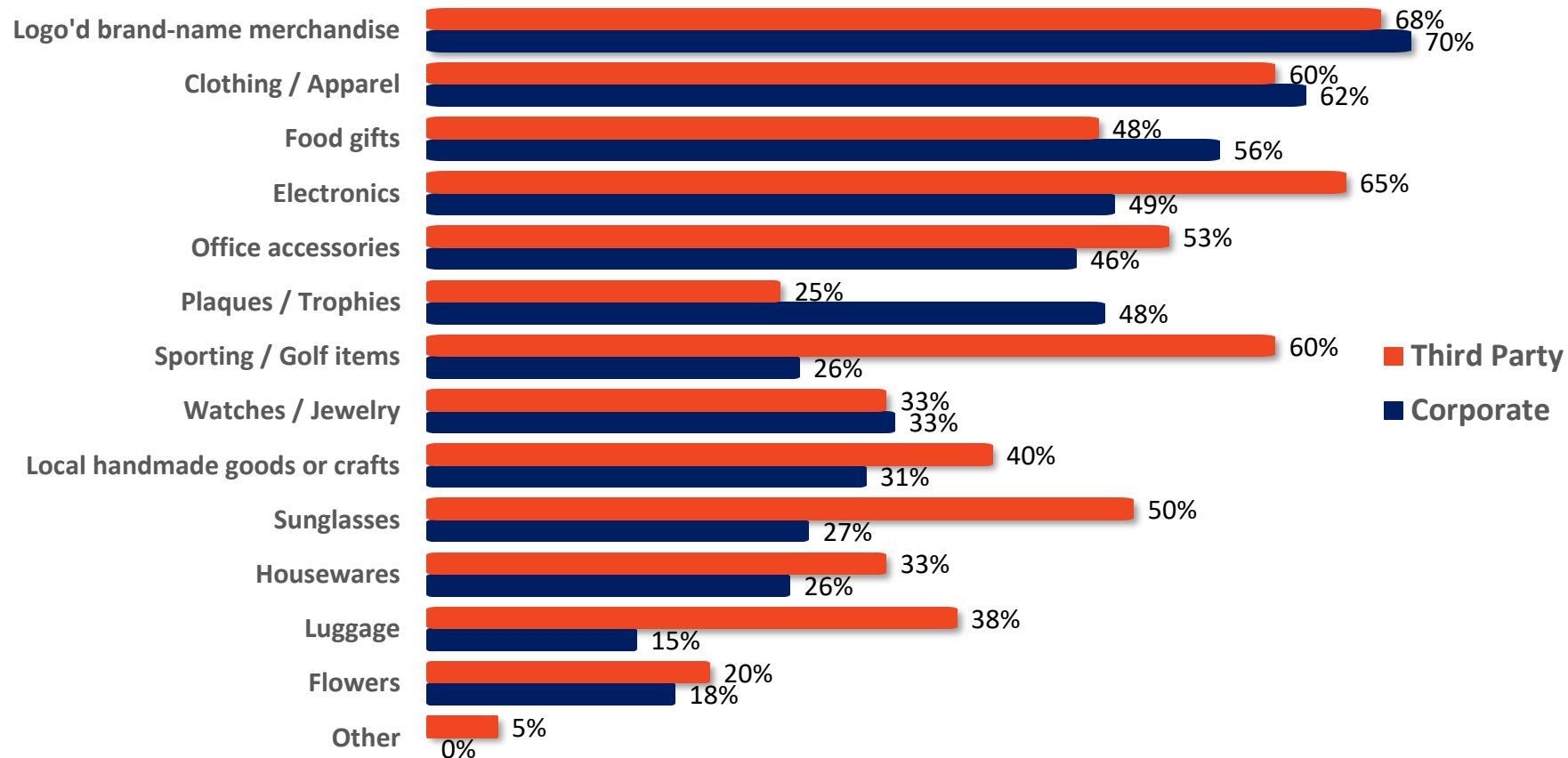
Employee programs favor high-prevalence rewards, including logo'd brand-name merchandise (71%) and clothing/apparel (62%)

Electronics (60%) and food gifts (57%) are more common in channel programs, while flowers (18%) and sporting/golf items (41%) are used more by employee programs

► Merchandise Rewards Prevalence

North American third-party providers favor higher-value rewards, while corporations focus on recognition items

North American Merchandise Use in Non-Cash Reward Programs



Third-party providers are significantly more likely to offer luggage (38% to 15%), sporting/golf items (60% to 26%), and electronics (65% to 49%)

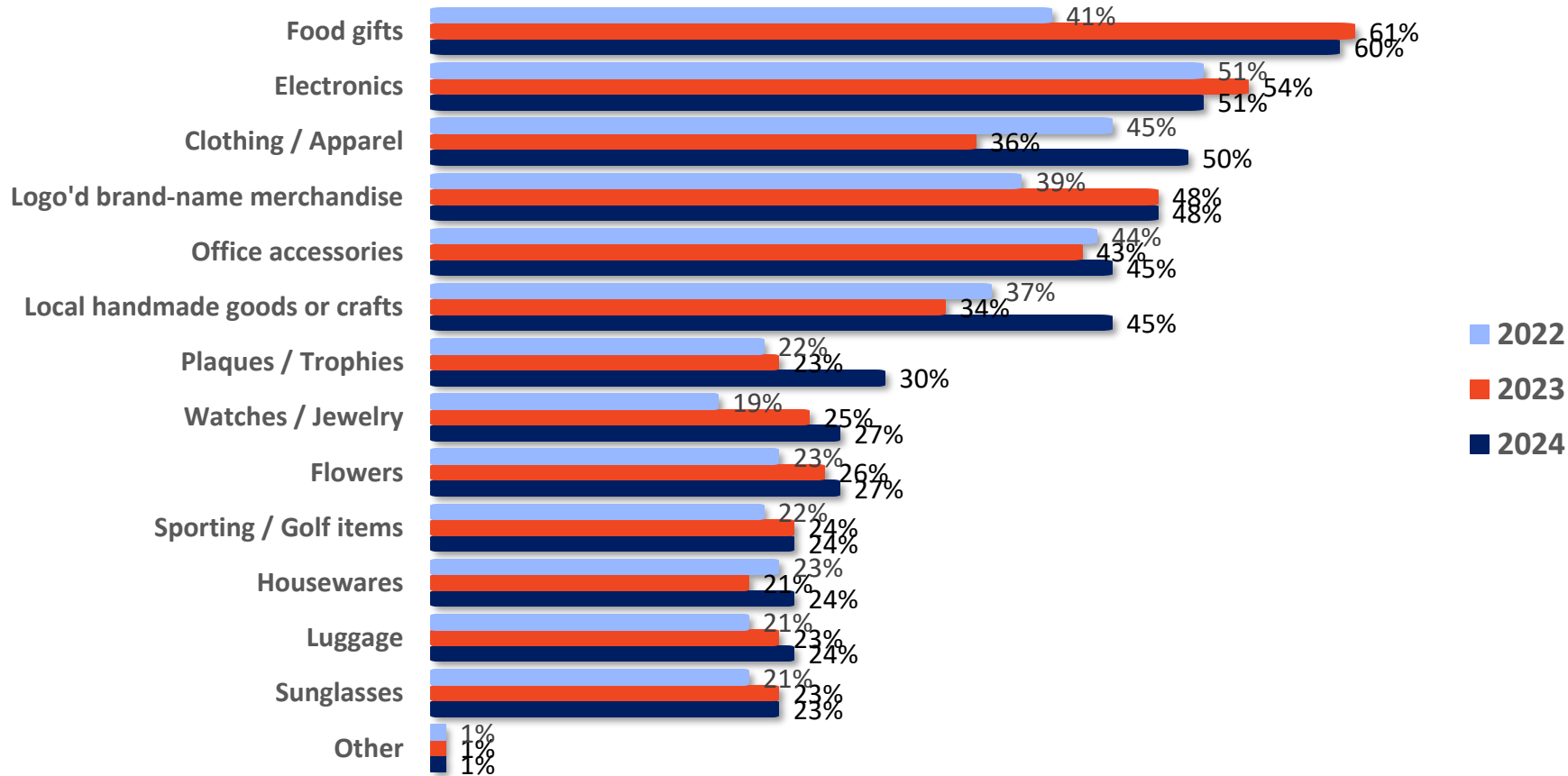
Corporate entities are more likely to use plaques/trophies (48% to 25%) and office accessories (46% to 53%).

Both corporate entities and third-party providers show high prevalence for logo'd brand-name merchandise and clothing / apparel

► Merchandise Rewards Prevalence

Clothing/apparel and local handmade goods or crafts rise in popularity in Europe

European Merchandise Use in Non-Cash Reward Programs



Food gifts and electronics maintain strong popularity, with clothing/apparel (+14% from 2023) joining as the most prominent merchandise reward options

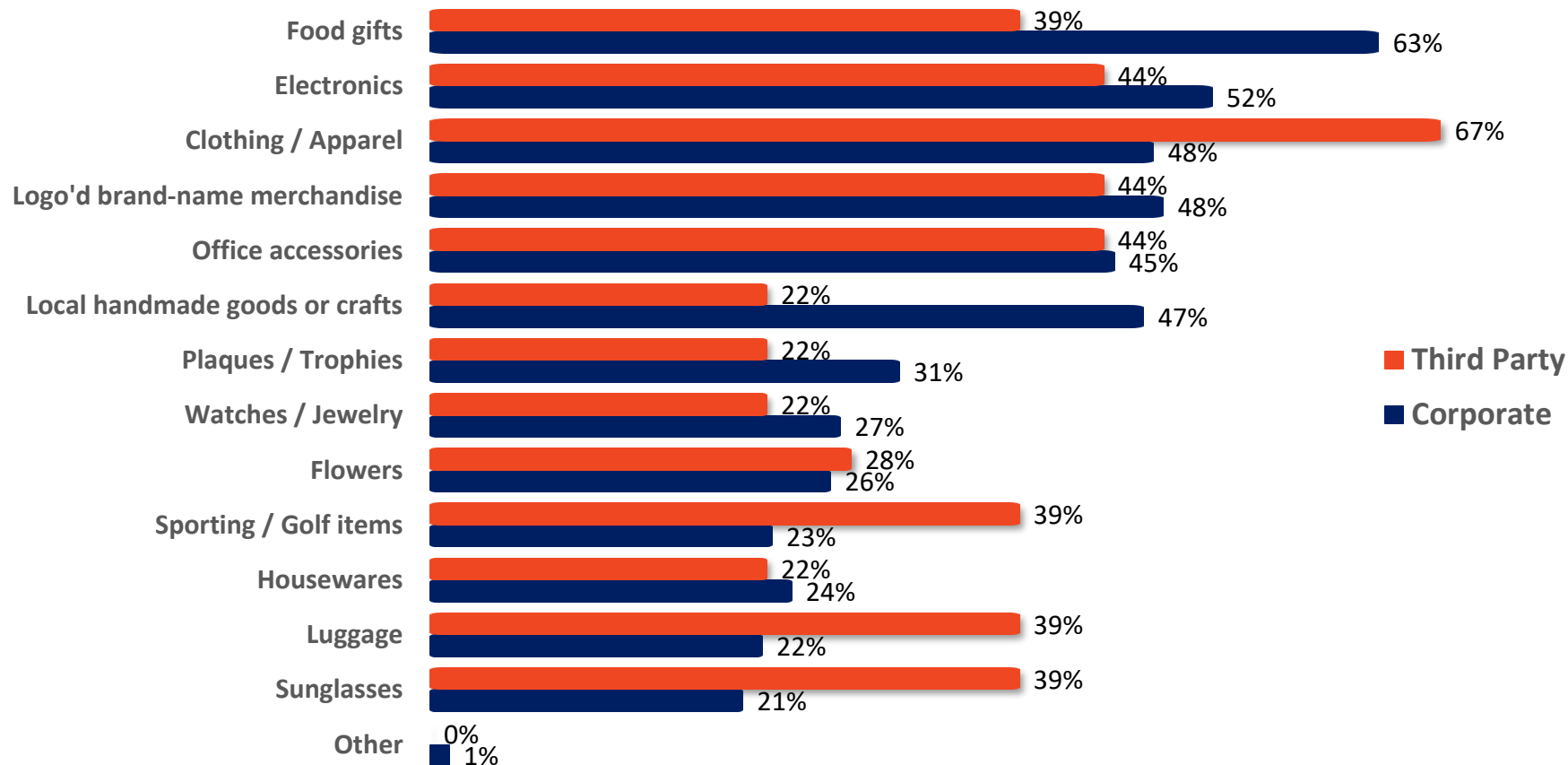
Local handmade goods or crafts (+11%) and plaques/trophies (+7%) also display notable growth

All merchandise categories show stable or increasing popularity, with no significant decreases over this past year

► Merchandise Rewards Prevalence

European corporations and third-party providers have distinct preferences for merchandise rewards

European Merchandise Use in Non-Cash Reward Programs



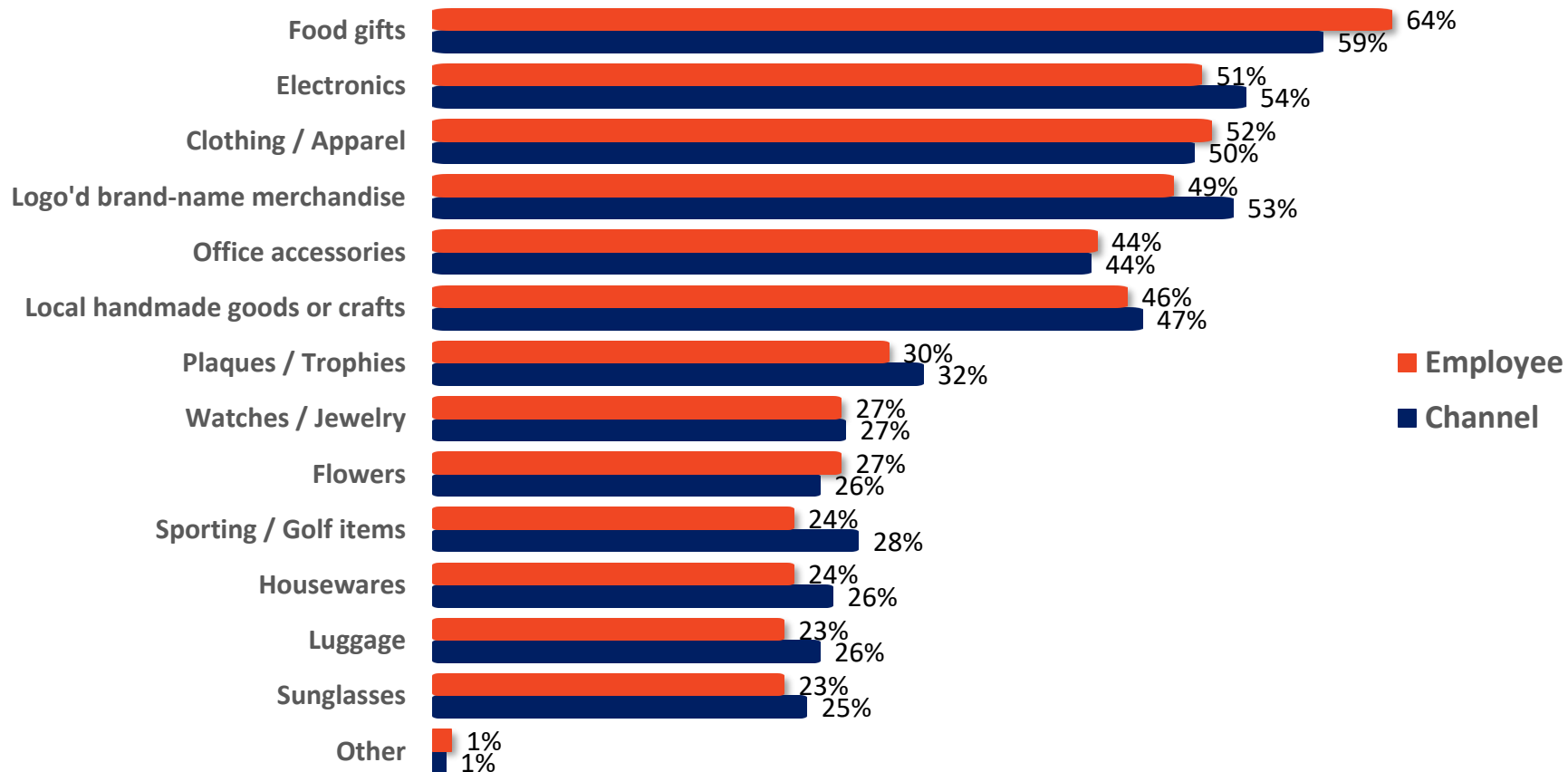
Third-party providers are significantly more likely to offer clothing/apparel (67% to 48%), sporting/golf items (39% to 23%), luggage (39% to 22%), and sunglasses (39% to 21%)

Corporate entities are more likely to use food gifts (63% to 39%), electronics (52% to 44%), local handmade goods or crafts (47% to 22%), and plaques/trophies (31% to 22%)

► Merchandise Rewards Prevalence

Channel and employee programs show very similar preferences in merchandise offerings

European Merchandise Use in Non-Cash Reward Programs



Most categories show similar prevalence rates, with the most notably differences less than generally under 6%

Sporting/golf items (28% to 24%), luggage (26% to 23%), and logo'd brand-name merchandise (53% to 49%) show the largest differences, all in favor of channel programs

Food gifts (59% to 64%) and clothing/apparel (50% to 52%) display small advantages for employee programs.

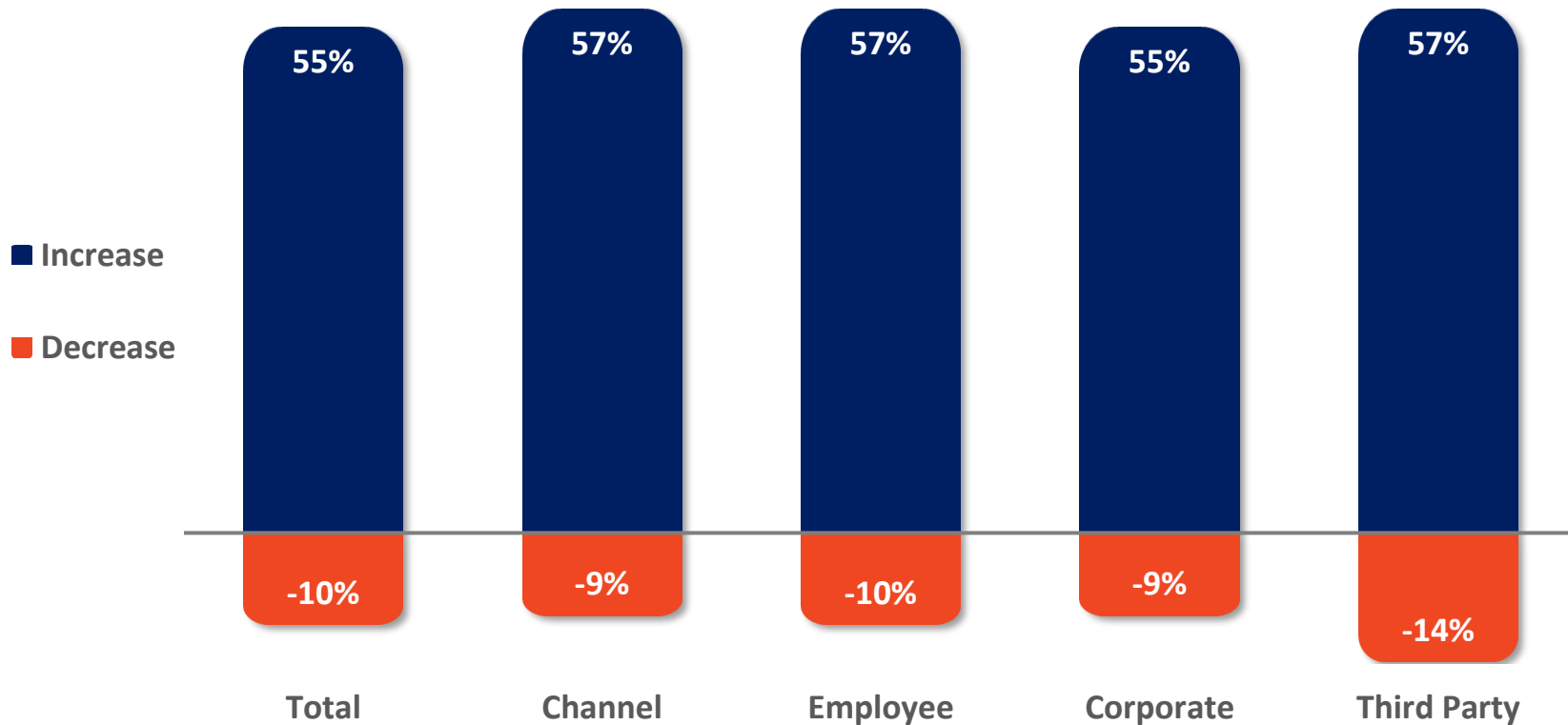


Gift Cards

► Anticipated Shifts in Gift Card Rewards

Usage of gift card rewards is expected to increase in North America

North American Anticipated Changes in Gift Card Reward Usage



All program types show a similar likelihood of increased usage, with 55-57% anticipating an increase

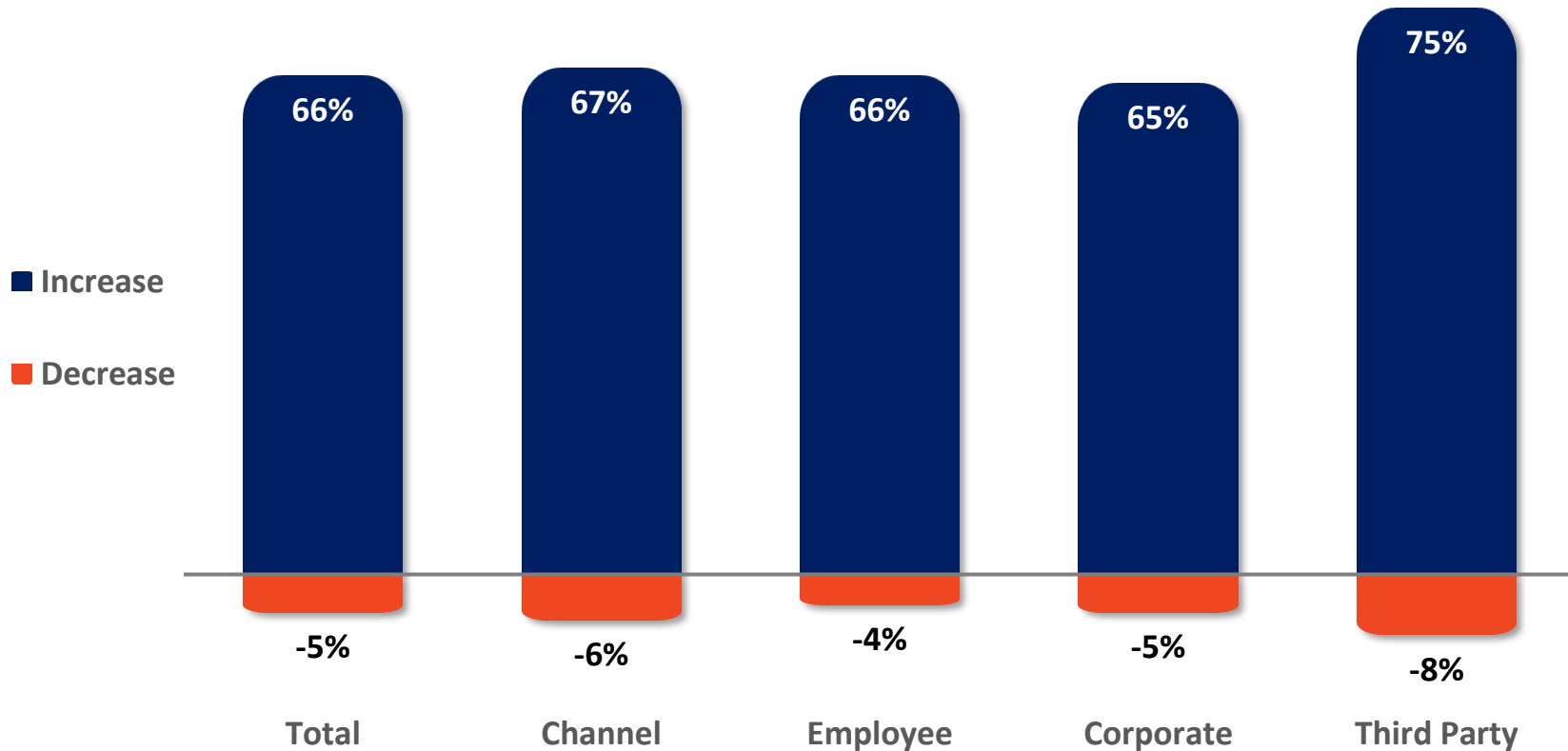
Only a small portion (10%) of respondents overall expect a decrease in gift card reward usage, showing strong optimism across program types

Third-party providers are most likely to see a reduction in gift card usage, but the likelihood of decrease is still relatively low (14%)

▶ Anticipated Shifts in Gift Card Rewards

Third-party providers expect to lead the charge in increased gift card reward usage in Europe

European Anticipated Changes in Gift Card Reward Usage



A strong majority of programs (66-75%) across all types anticipate an increase in gift card usage, with third-party providers leading at 75%

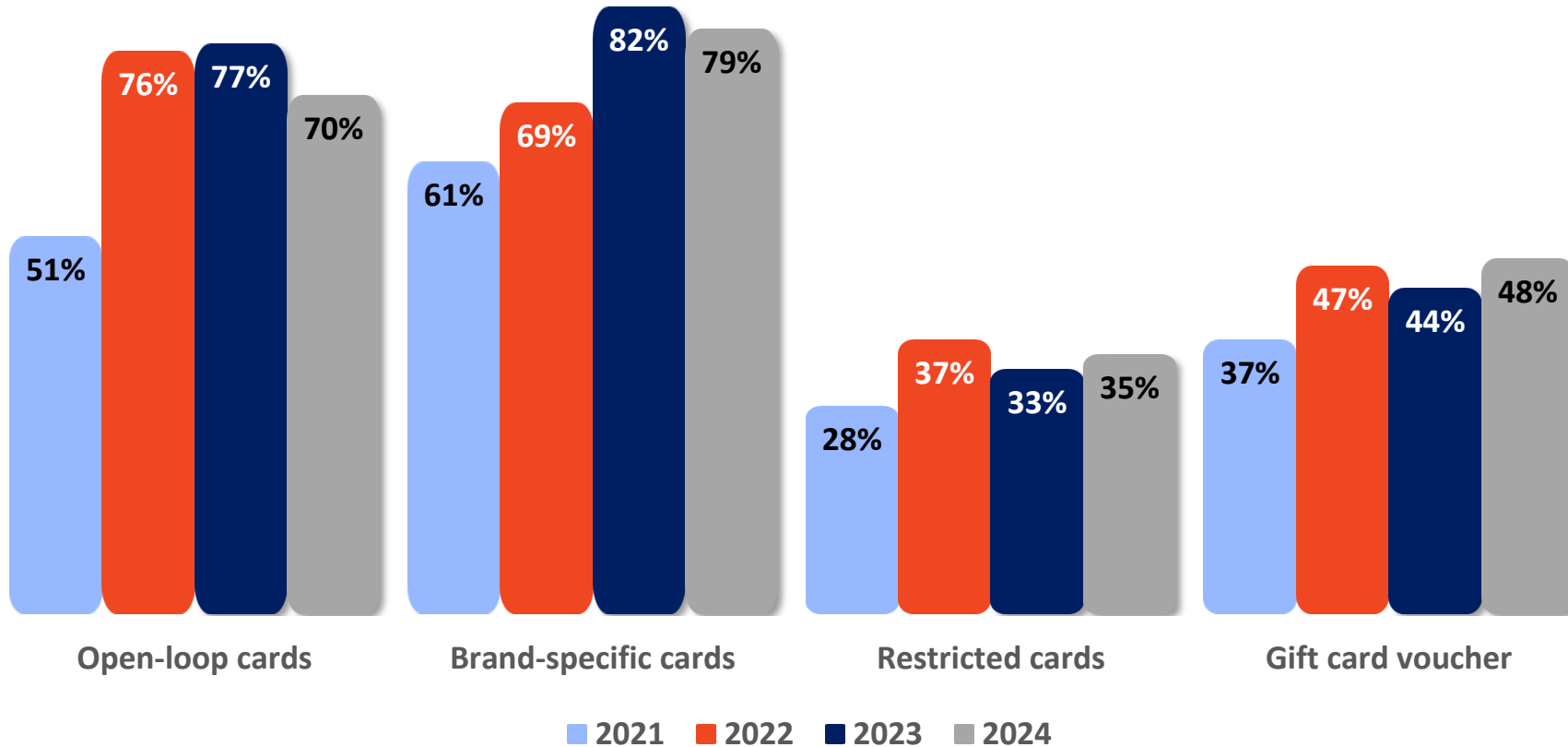
Third-party providers are also most likely to see a slight decrease in gift card usage (8%), but the drop remains minimal

Overall, just 5% of all respondents expect a decrease in gift card rewards, even less than in North America

▶ Gift Card Type Prevalence

Minimal shifts in gift card type usage occur in North America

North American Gift Card Types



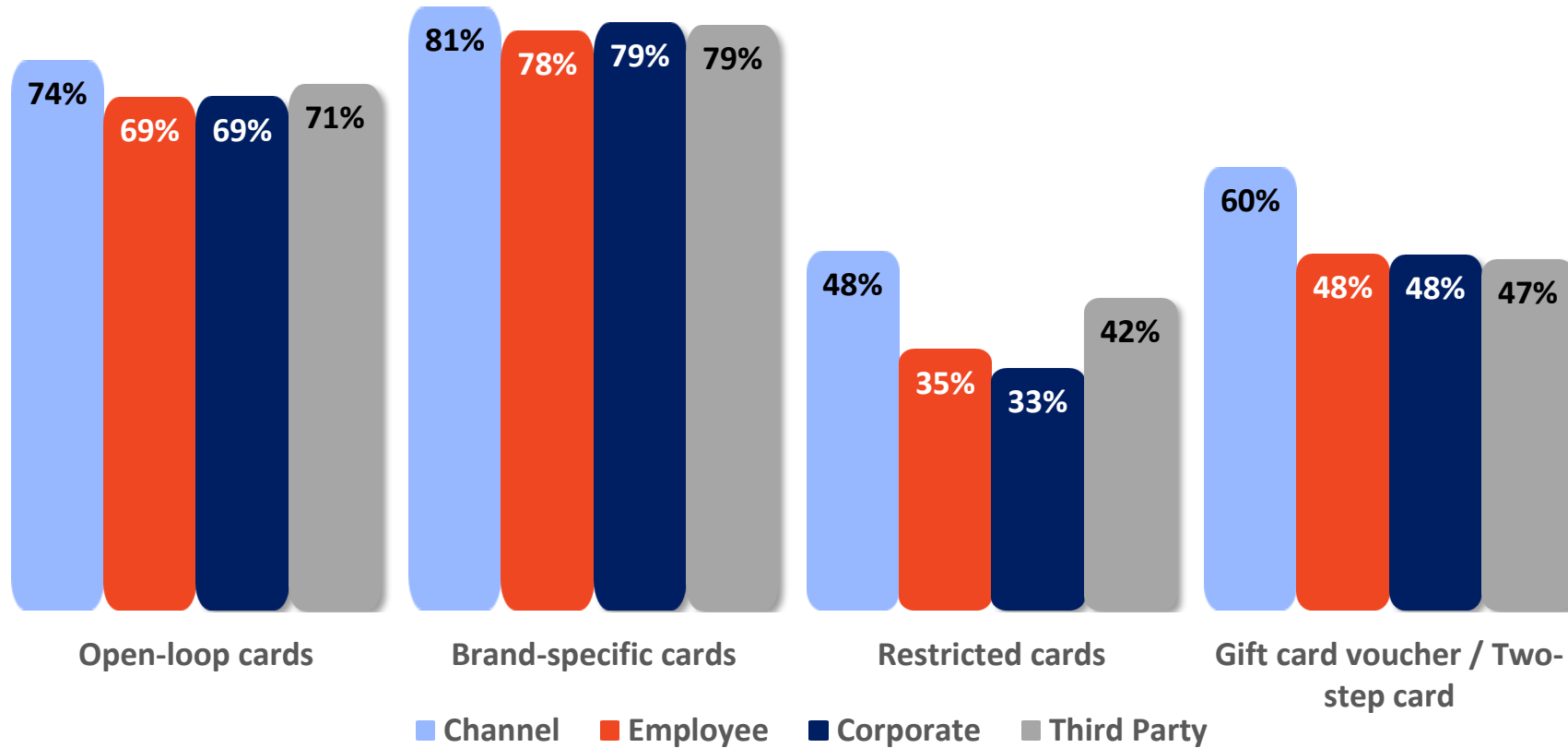
Brand-specific cards, restricted cards, and gift card vouchers maintain steady usage levels to 2023

Open-loop cards experience a slight decrease in usage (-7%)

▶ Gift Card Type Prevalence

North American channel programs lead in gift card variety

North American Gift Card Types



Channel and employee programs use open-loop cards and brand-specific cards at similar frequencies

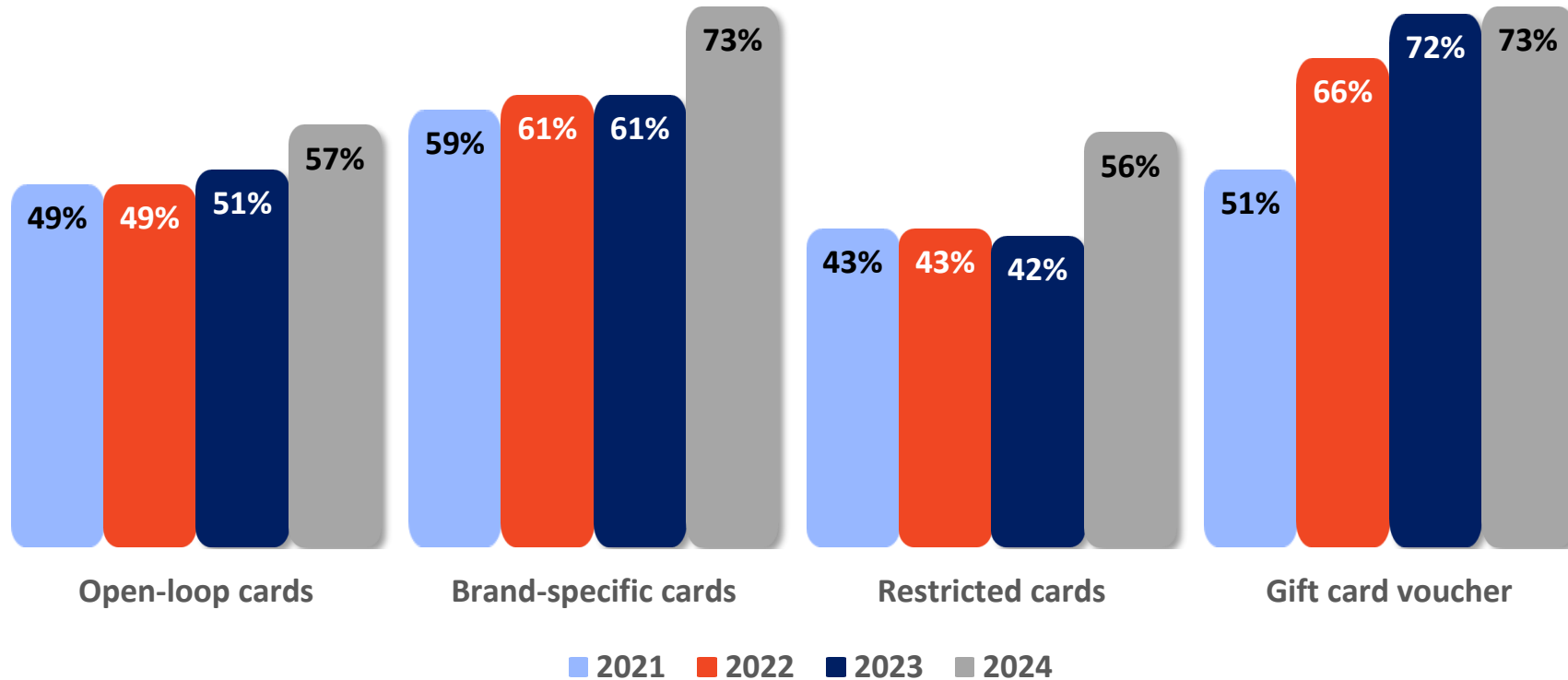
Channel programs are much more likely than employee programs to use restricted cards (48% to 35%) and gift card vouchers (60% to 48%)

Corporate entities and third-party providers display similar usage, except with restricted cards (42% to 33%)

▶ Gift Card Type Prevalence

Variety in gift card rewards is on the rise in Europe

European Gift Card Types



Open-loop cards (+6%), brand-specific cards (+12%), and restricted cards (+14%) exhibit significant increases in usage

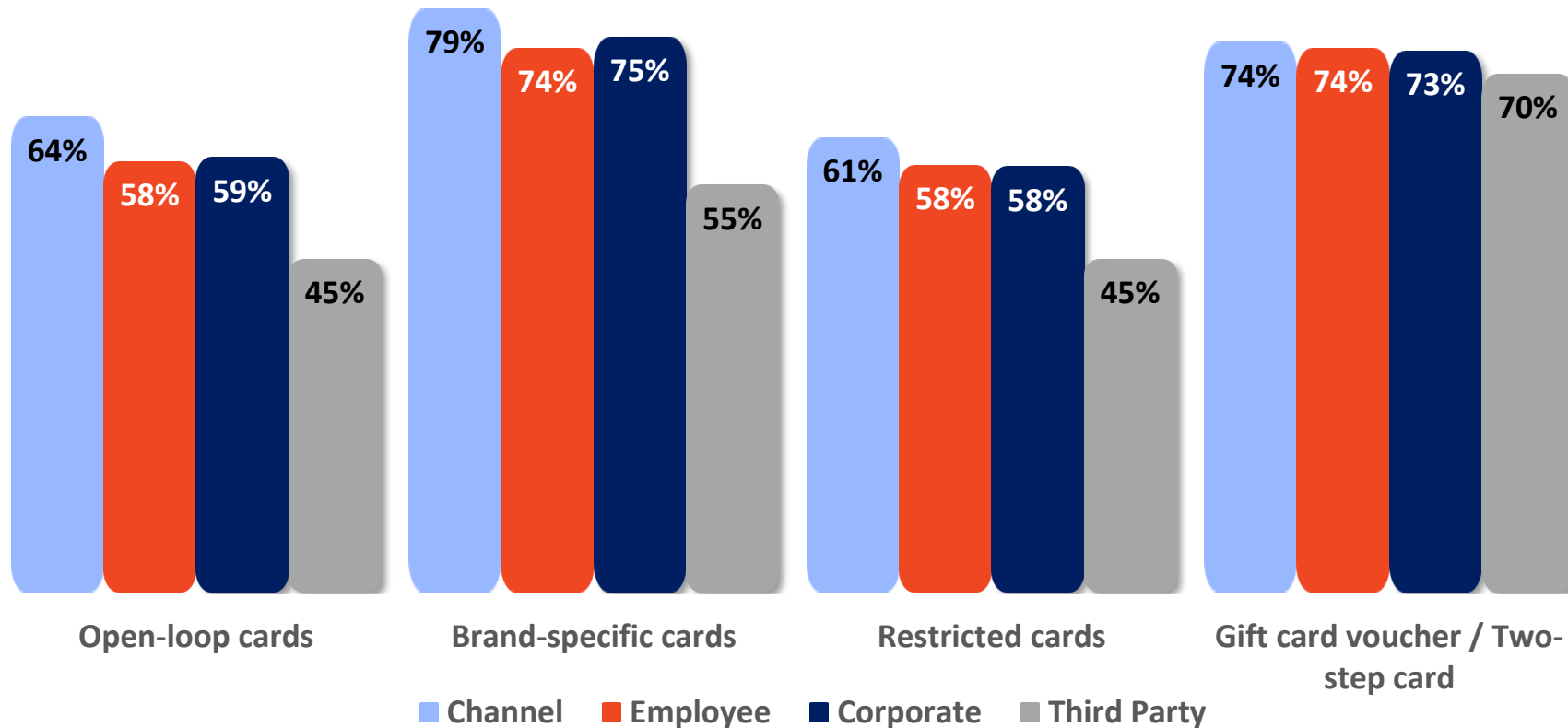
Gift card vouchers remain popular, but brand-specific cards are now offered as frequently

Restricted card usage is now on par with open-loop cards

▶ Gift Card Type Prevalence

European corporate programs offer greater gift card variety than third-party programs

European Gift Card Types

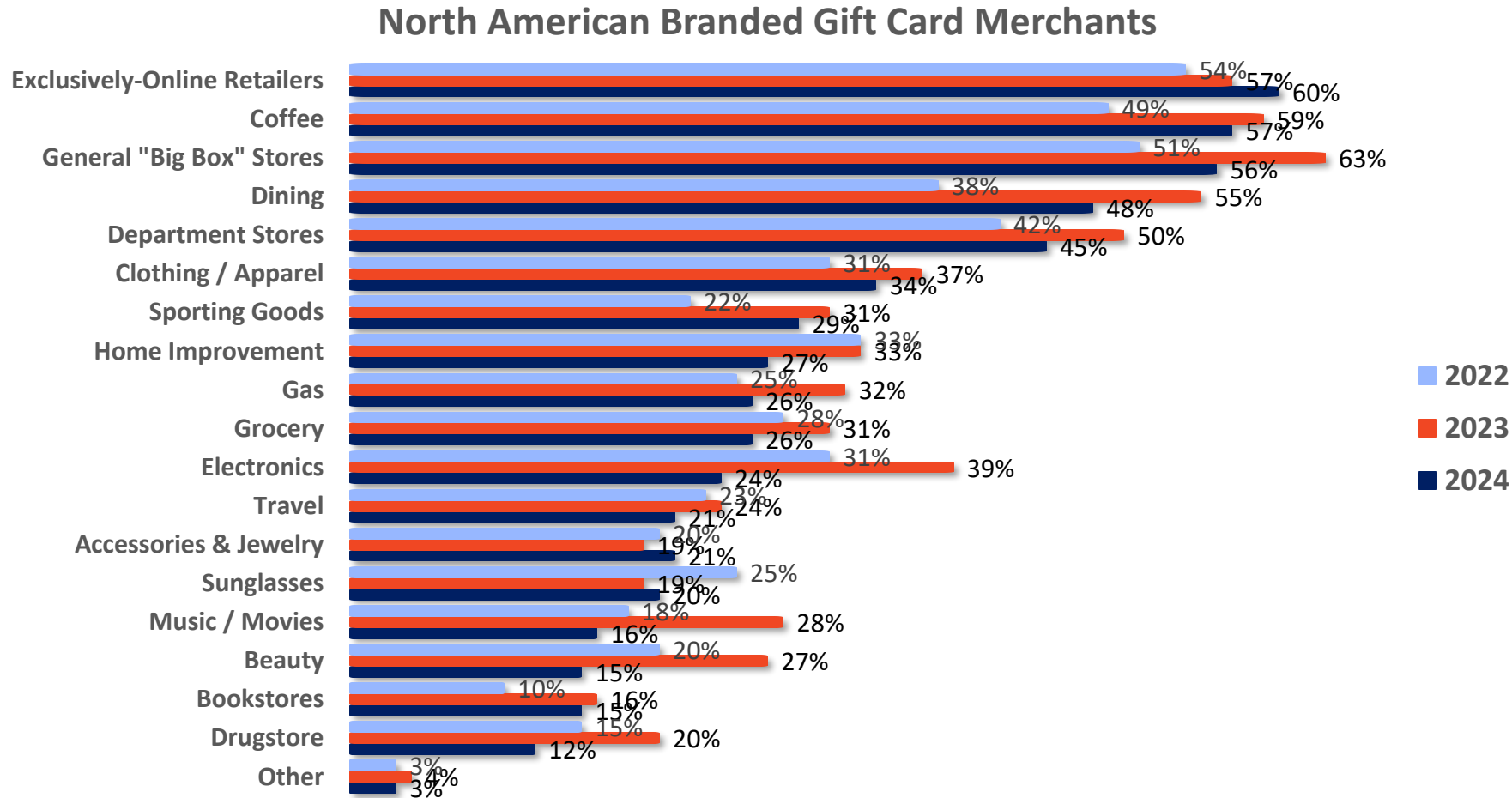


Corporate programs use open-loop cards (+14%), brand-specific cards (+20%), and restricted cards (+13%) significantly more than third-party programs

Channel and employee programs offer similar gift card options, with only minor differences in frequency.

▶ Branded Gift Card Merchants

North Americans are reducing the variety of branded gift card merchants for non-cash rewards program

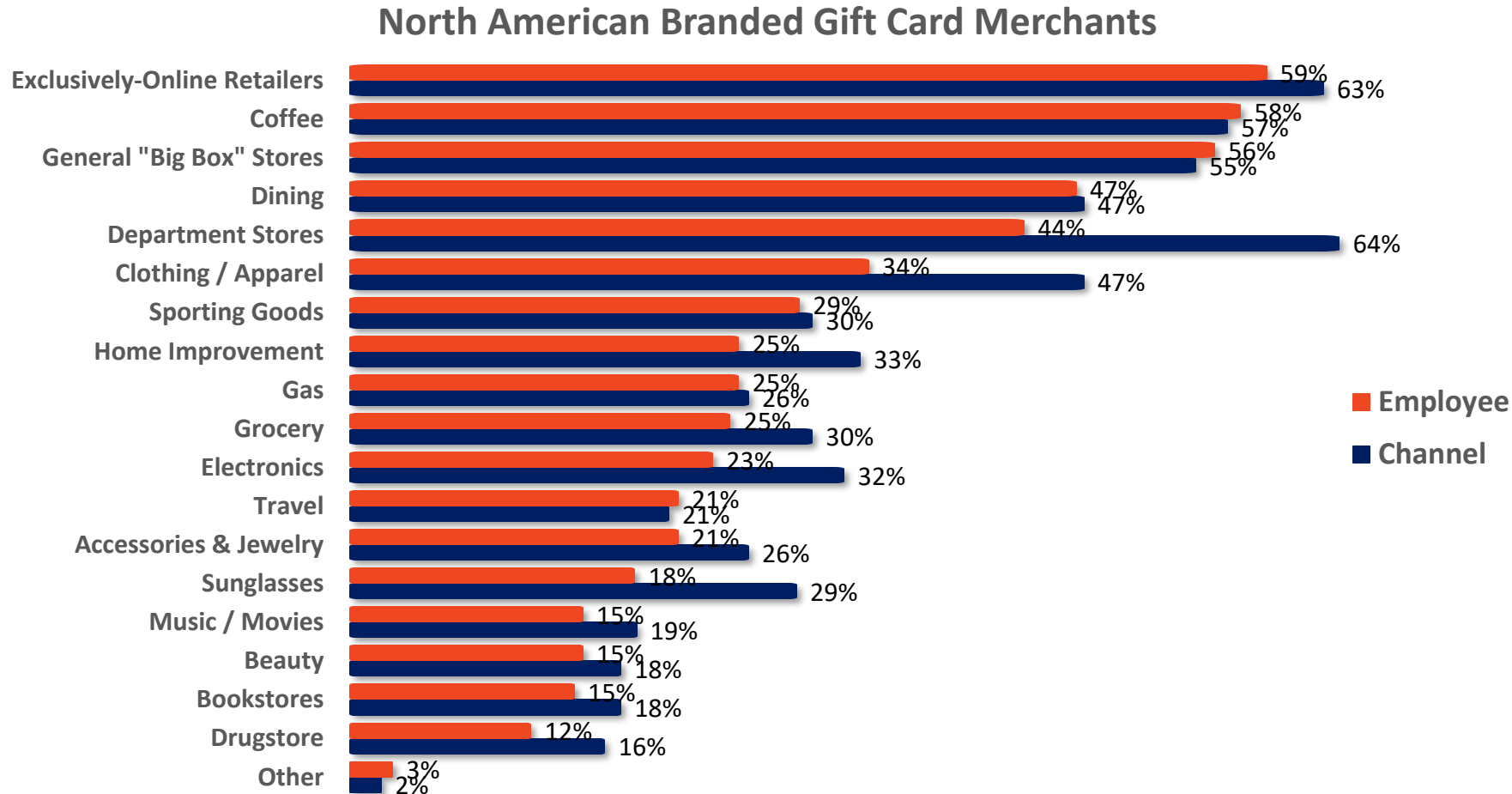


Most branded gift card merchants reduce in popularity, including Electronics (-15%), Music / Movies (-12%) and Beauty (-12%)

Exclusively-Online Retailers (60%) surpasses Coffee (57%) and General "Big Box" Stores (56%) as the most frequently purchased branded gift cards

▶ Branded Gift Card Merchants

North American channel programs purchase a wider variety of branded gift cards than employee programs



Channel programs are more likely to use 15 of the 18 branded gift card merchants, specifically Department Stores (+20%), Clothing/ Apparel (+14%), and Sunglasses (+10%)

Employee programs have relatively higher usage in only a few categories, with at most a 1% higher frequency than channel programs

▶ Branded Gift Card Merchants

Corporate entities in North America favor a selective range of branded gift card merchants compared to third parties



Third-party providers have higher usage in 12 of the 18 merchants, with the largest differences in Sunglasses (+25%), Travel (+16%), and Department Stores (+16%)

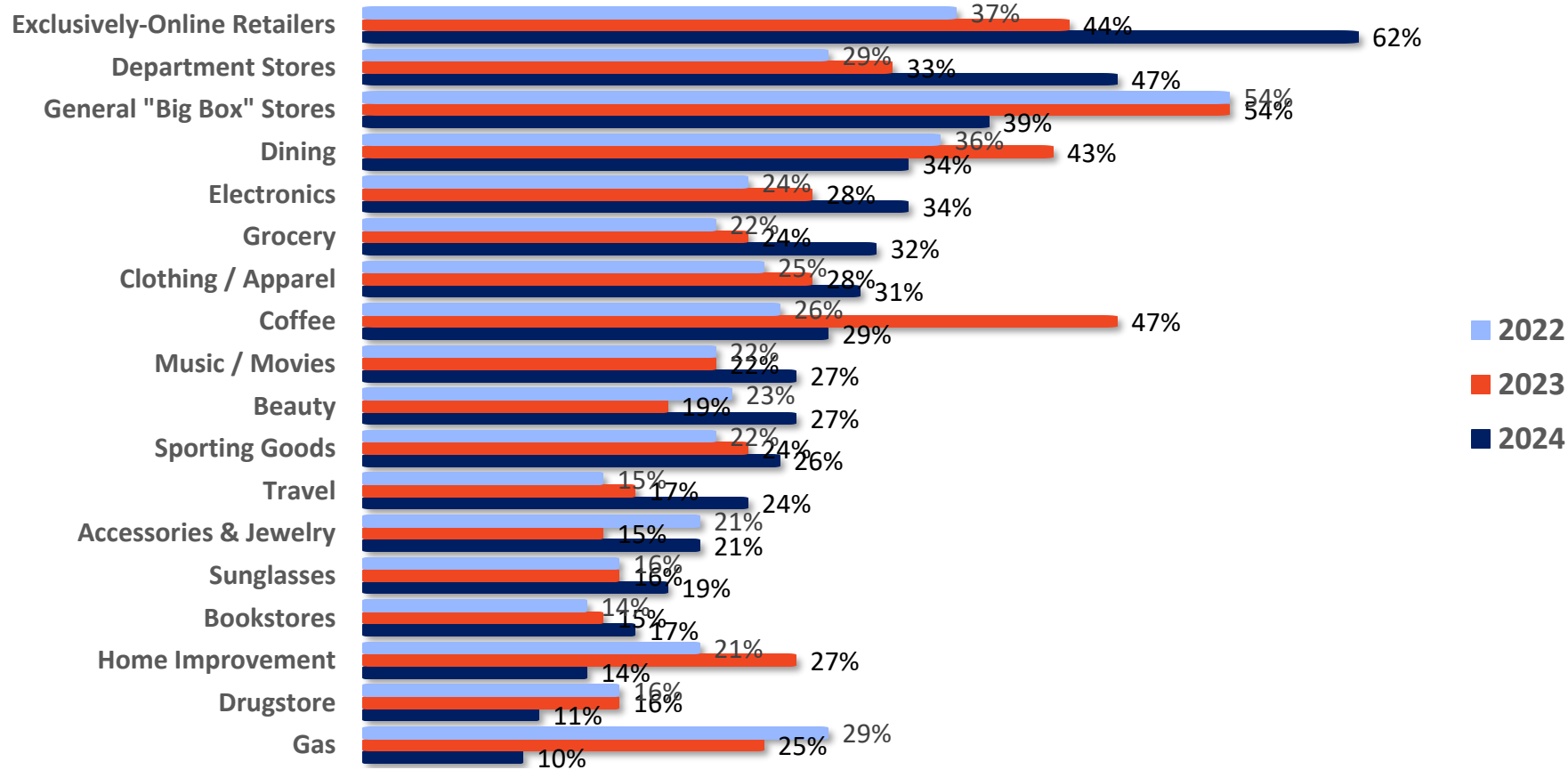
Corporate entities show a higher preference for Coffee (+9%), Gas (+6%) and Exclusively-Online Retailers (+6%)

The most significant differences favoring third-party providers are in more diverse categories, while corporate entities concentrate more on a few select options

▶ Branded Gift Card Merchants

European non-cash rewards programs shift toward fewer, more popular branded gift card merchants

European Branded Gift Card Merchants



Exclusively-Online Retailers (+18%), Department Stores (+14%), Grocery (+8%), and Beauty (+8%) show the largest increases in popularity

Coffee (-18%), General "Big Box" Stores (-15%), Gas (-15%), and Home Improvement (-13%) experience the largest reductions in usage

With a surge in popularity Exclusively-Online Retailers (62%) have become the most prevalent option, surpassing Department Stores (47%) and General "Big Box" Stores (39%)

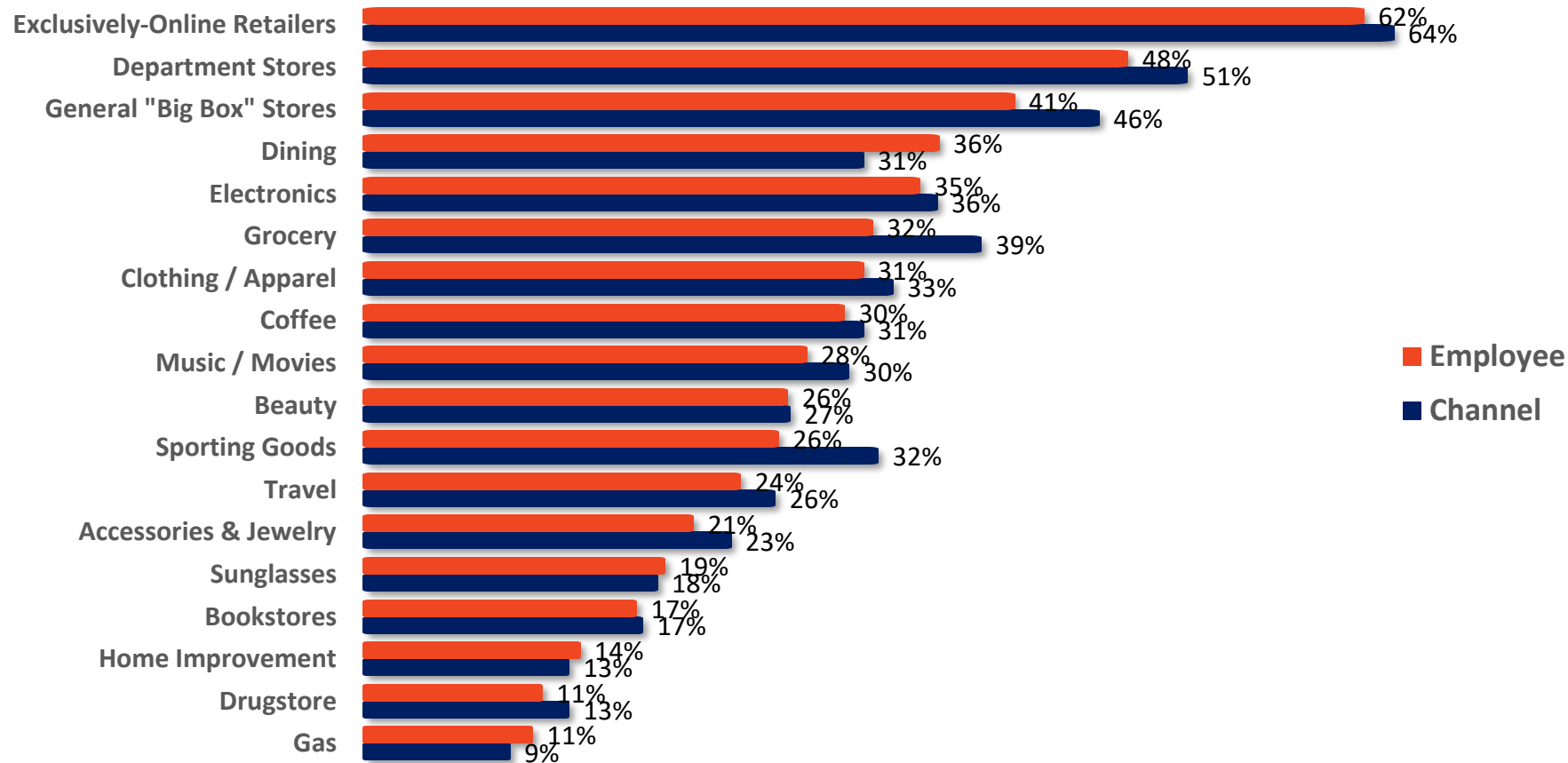


Q14: Which of the options below best describes the types of merchants selected when your company buys **BRANDED** gift cards for your non-cash rewards programs?

▶ Branded Gift Card Merchants

Channel and employee programs in Europe show similar preferences for branded gift card merchants

European Branded Gift Card Merchants



Channel programs show a preference for Grocery (+7%), Sporting Goods (+6%), and General "Big Box" Stores (+5%) compared to employee programs

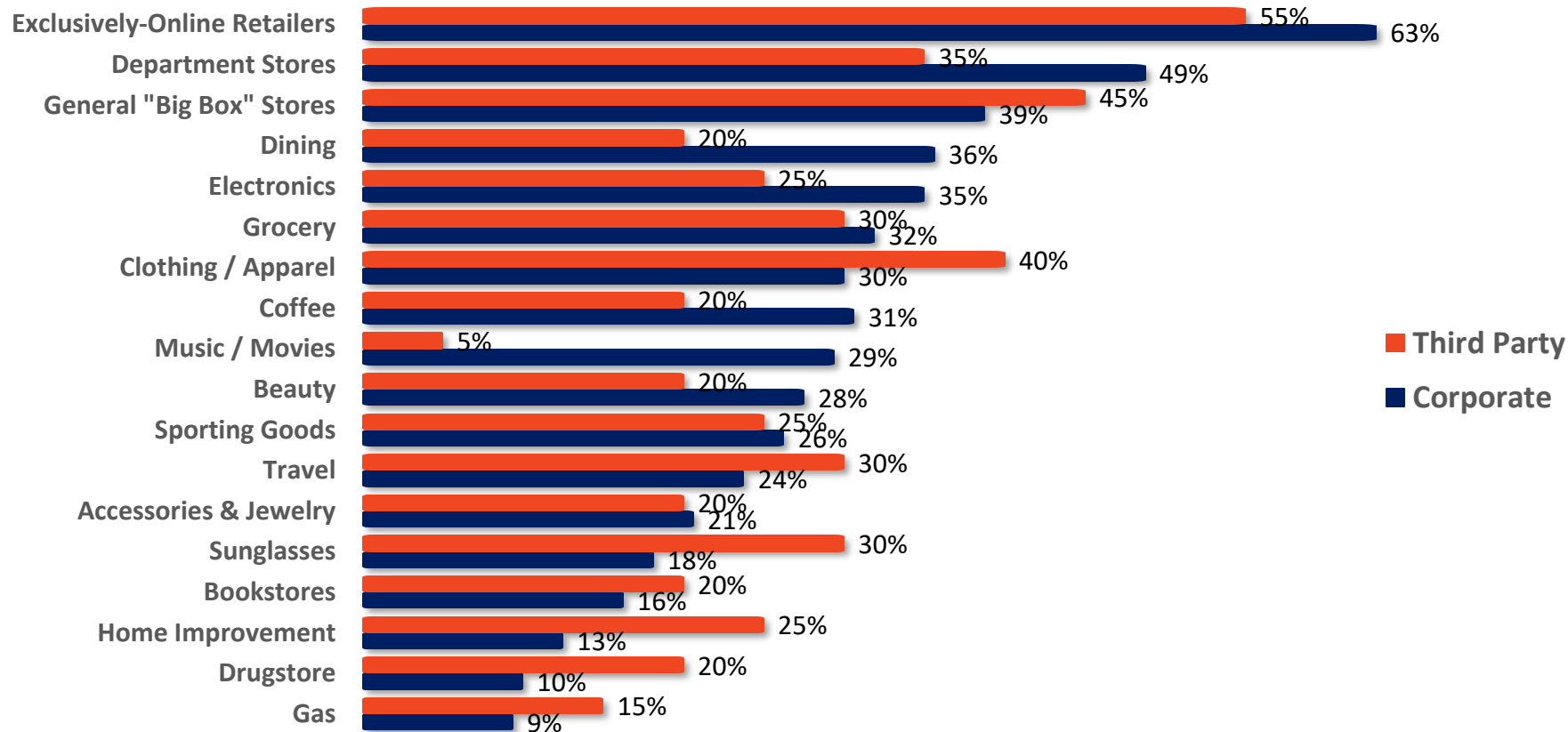
Employee programs favor Dining (+5%) compared to channel programs

Other differences exist between the groups, but margins are slim

▶ Branded Gift Card Merchants

European third-party providers tend to favor lifestyle and fashion-related merchants, while corporate entities favor practice and broad-use merchants

European Branded Gift Card Merchants



Corporate programs heavily favor Music / Movies (+24%), Dining (+16%), Department Stores (+14%), Coffee (+11%), and Electronics (+10%) compared to third-party programs

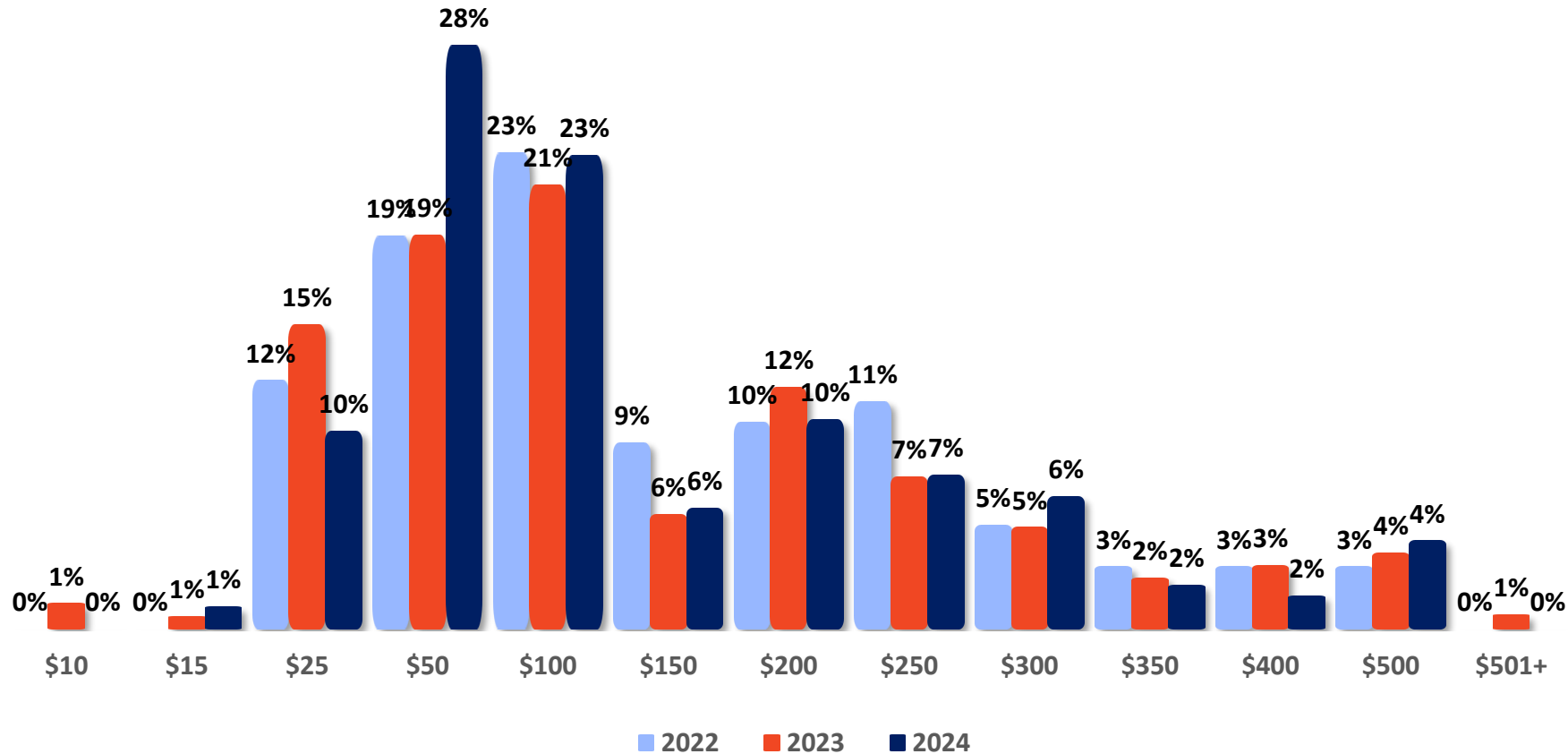
Third-parties heavily favor Home Improvement (+12%), Sunglasses (+12%), Clothing / Apparel (+10%), and Drugstore (+10%)

Both groups identify Exclusively-Online Retailers as their preferred merchant

▶ Gift Card Denominations

The average gift card denomination in North America is declining slightly

North American Average Gift Card Denomination



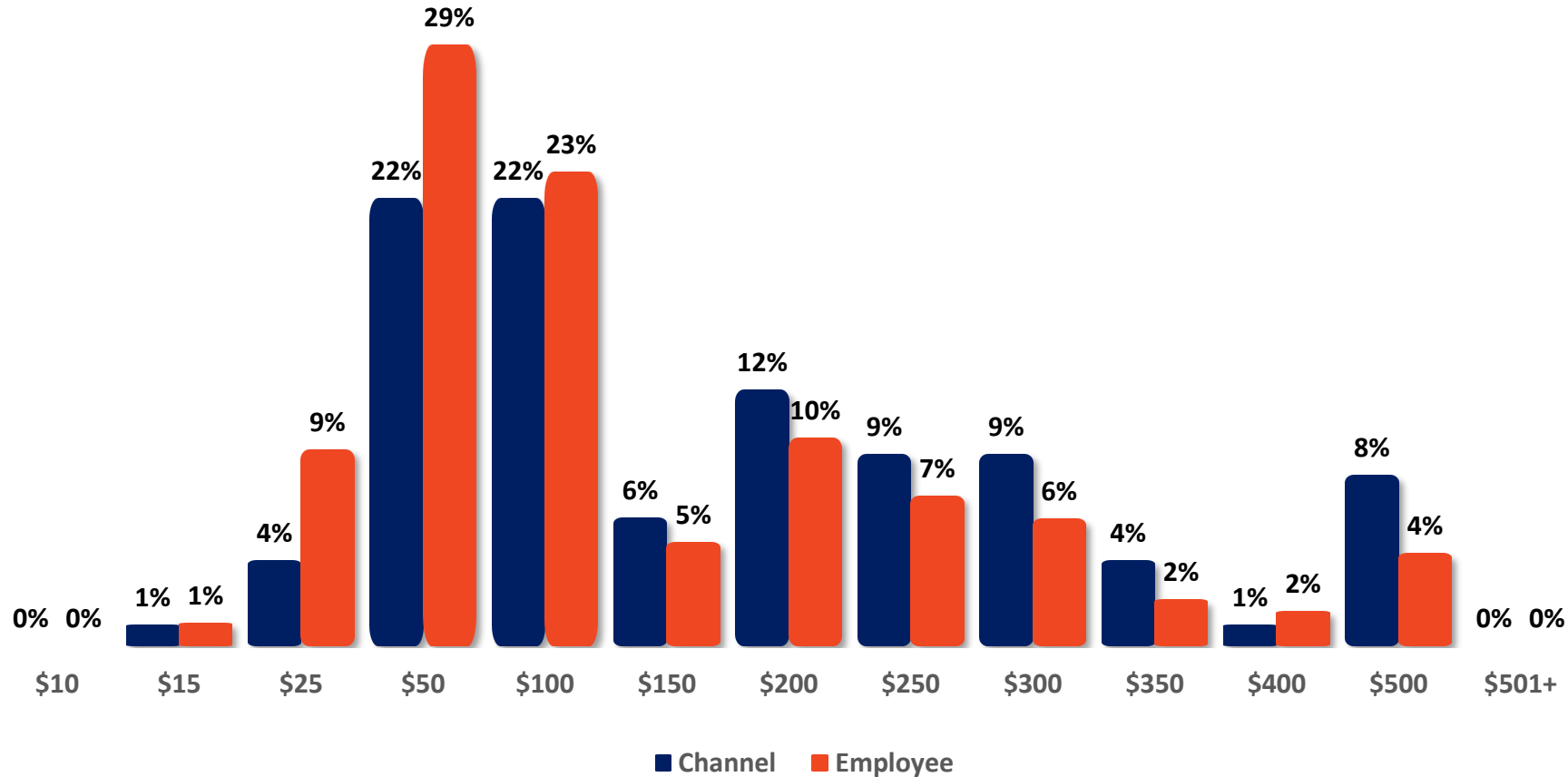
Though remaining steady from 2022 (\$153) to 2023 (\$152), the cumulative average denomination dropped to \$142 in 2024, marking a 7% decrease

Gift card values of \$50 and \$100 now account for 51% of all distributions, up from 40% last year

▶ Gift Card Denominations

North American channel programs distribute significantly higher gift card denominations than employee programs

North American Average Gift Card Denomination



The cumulative average denomination for channel programs is \$180, compared to \$142 for employee programs, reflecting a 27% difference

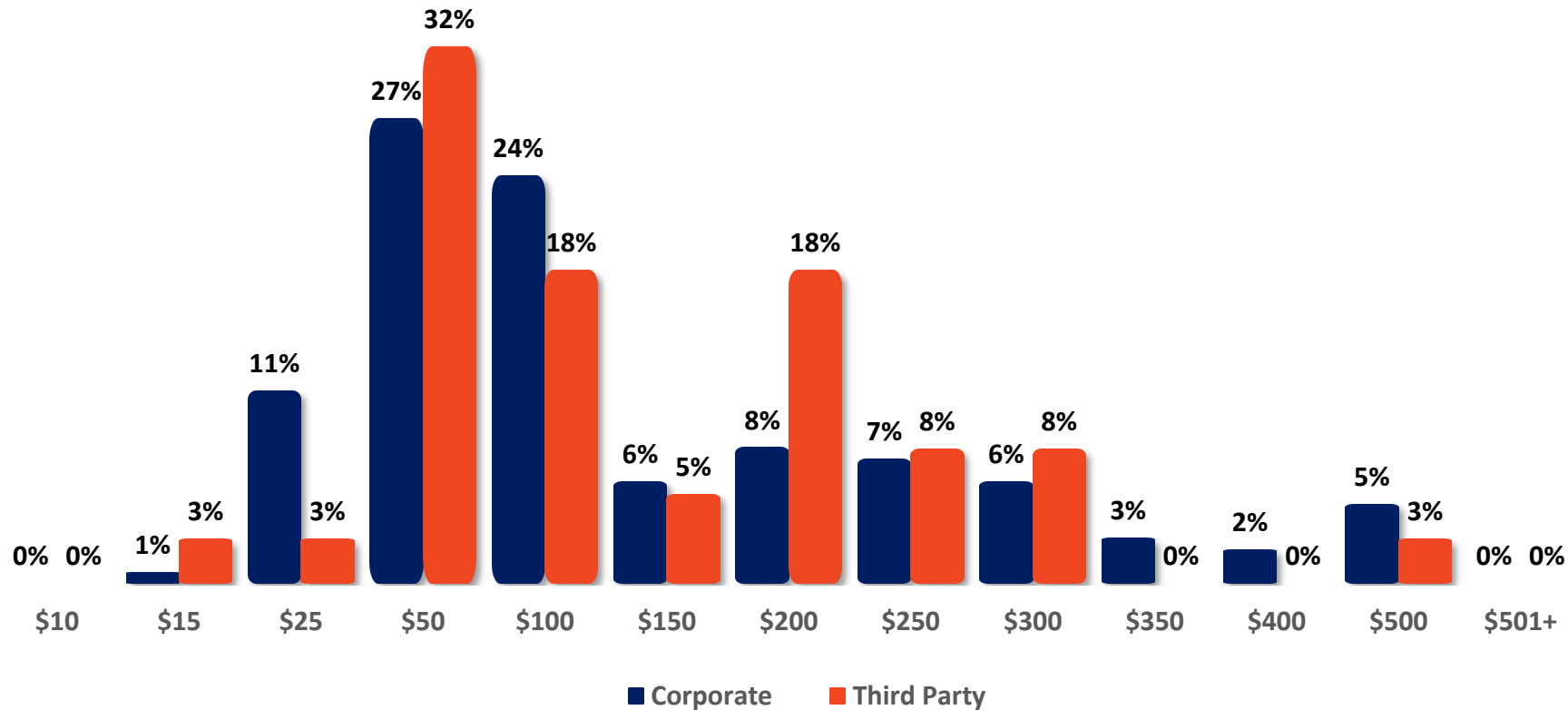
Channel programs are more likely to distribute gift cards over \$100, with 51% of distributions in this range, compared to just 37% for employee programs

Employee programs have a strong preference for \$25, \$50, and \$100 denominations, which together make up 61% of their total distributions.

▶ Gift Card Denominations

Though North American corporate and third-party programs have different distributions, their average gift card values are similar

North American Average Gift Card Denomination



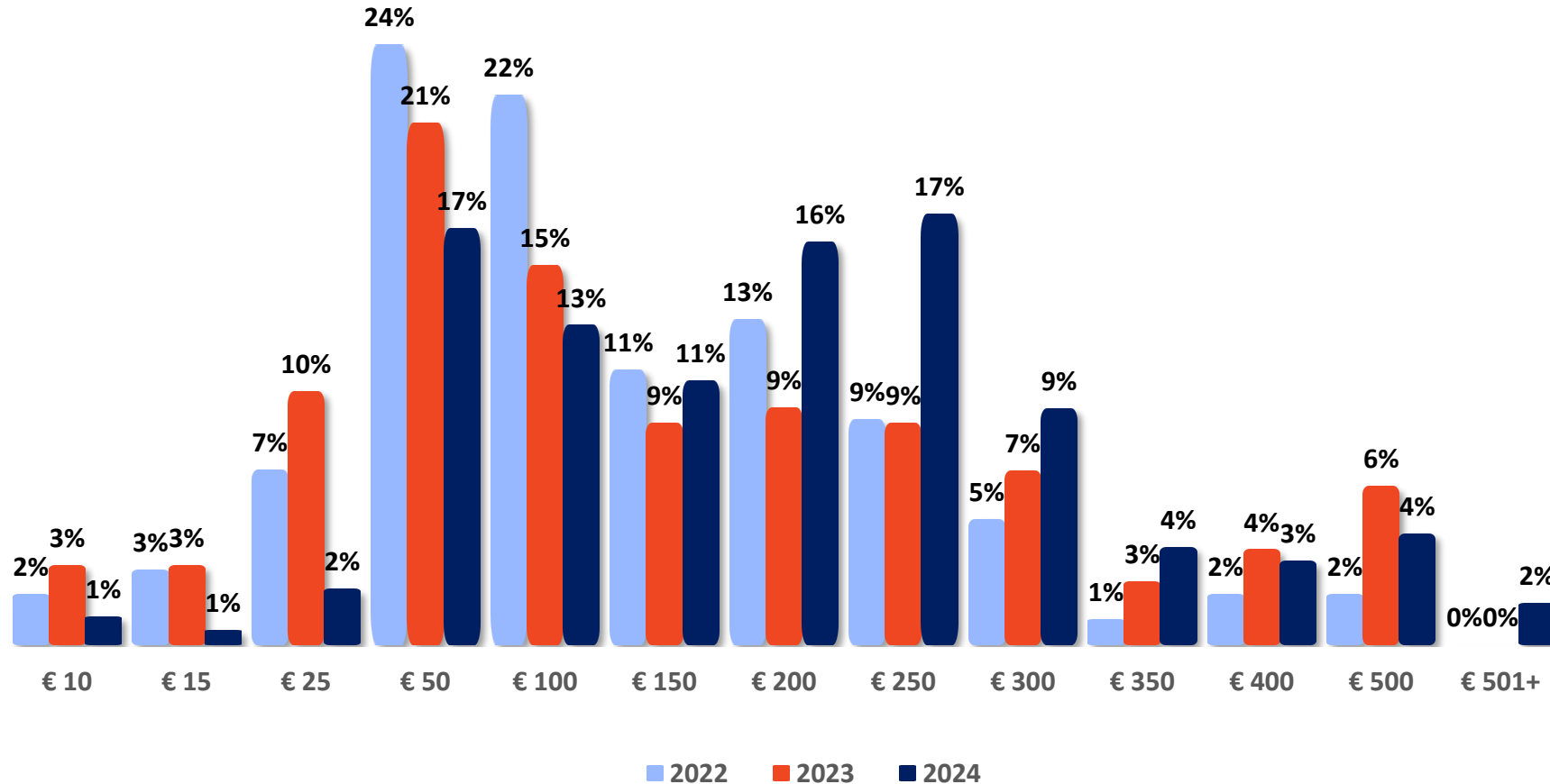
The cumulative average denomination for corporate entities is \$143, nearly identical to \$140 for third-party providers

Third-party providers distribute more \$50 and \$200 gift cards, while corporate entities tend to favor \$25, \$100, and higher denominations like \$350 to \$500

▶ Gift Card Denominations

Gift card denominations in Europe continue to climb

European Average Gift Card Denomination



The cumulative average denomination in 2024 is €182, up from €161 in 2023 and €134 in 2022

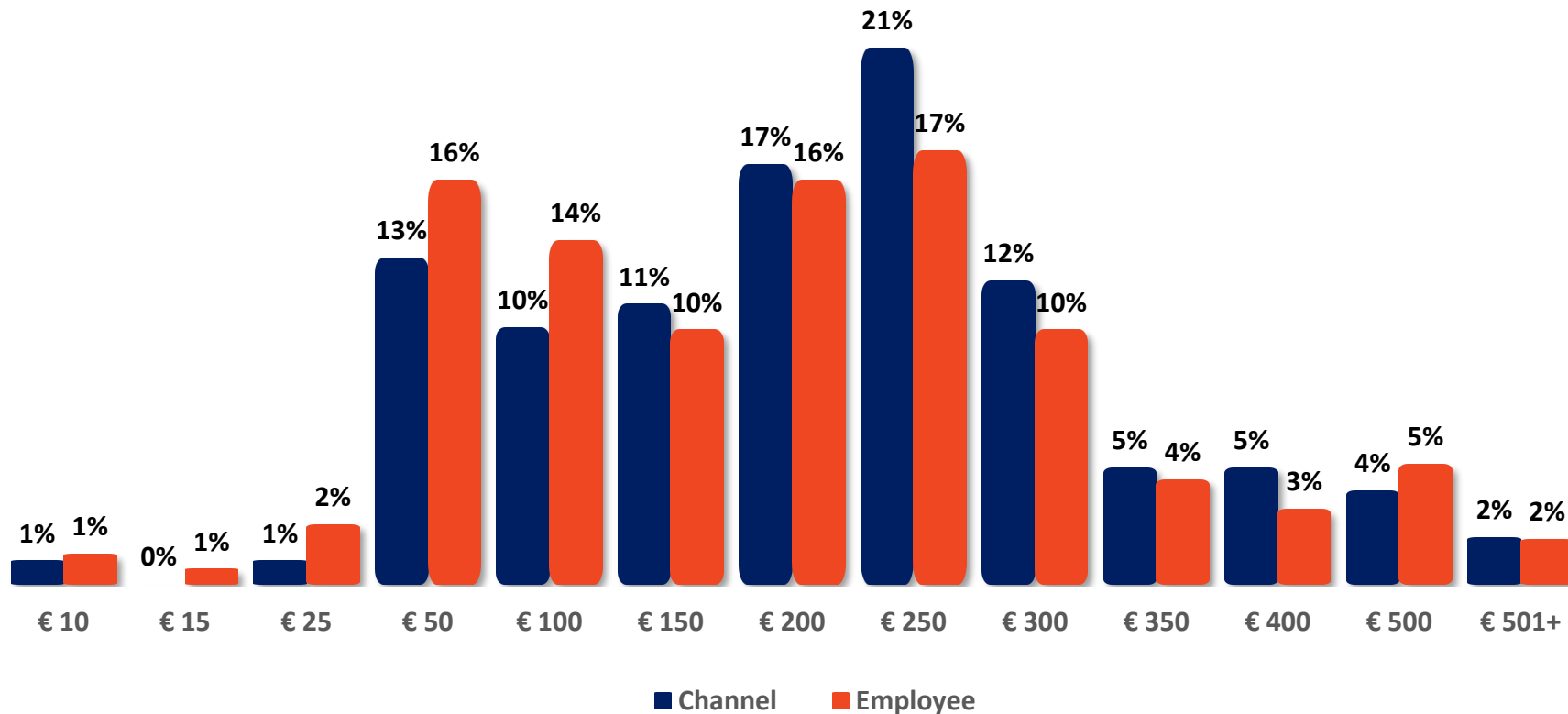
Denominations of €200 or represent a larger distribution (56%) compared to previous years (38% in 2023 and 32% in 2022)

Gift cards valued less than €50 are no longer relevant in Europe

▶ Gift Card Denominations

Channel programs favor higher gift card denominations compared to employee programs in Europe

European Average Gift Card Denomination



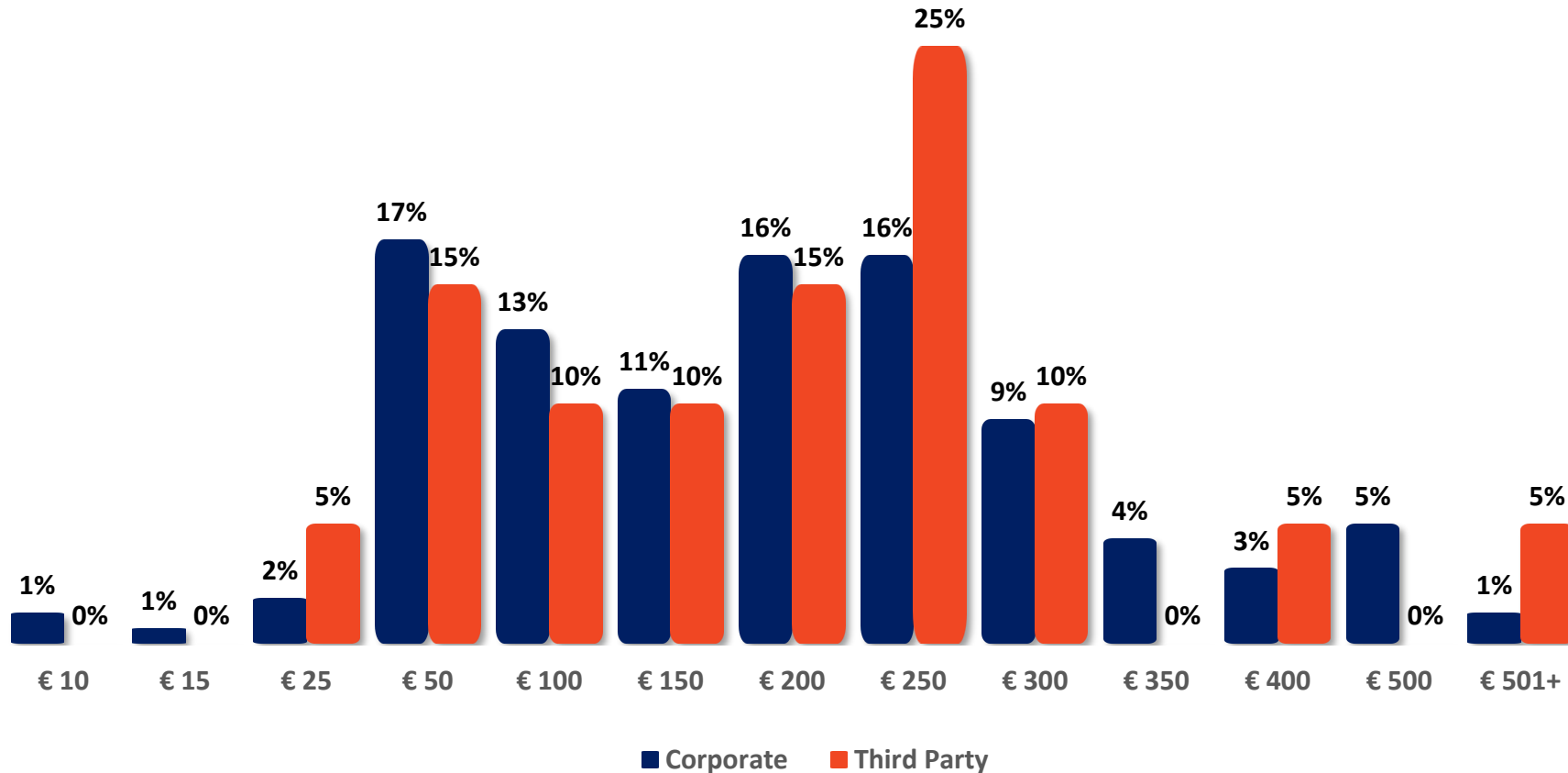
The cumulative average denomination for channel programs is €204, 11% higher than the €183 for employee programs

Employee programs tend to favor smaller denominations, with €50 and €100 gift cards making up 30% of their distribution compared to 23% for channel programs

▶ Gift Card Denominations

European third-party providers distribute higher gift cards denominations compared to corporate entities

European Average Gift Card Denomination



Third-party providers have a cumulative average gift card value of €211, 18% higher than the €179 average for corporate entities

While most distributions are similar, third parties favor €250 and €501+ gift card values

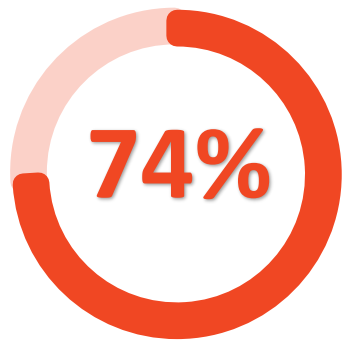
▶ Local Gift Card Sourcing

The immediacy of purchase and the desire for a physical card drive organizations to local retailers

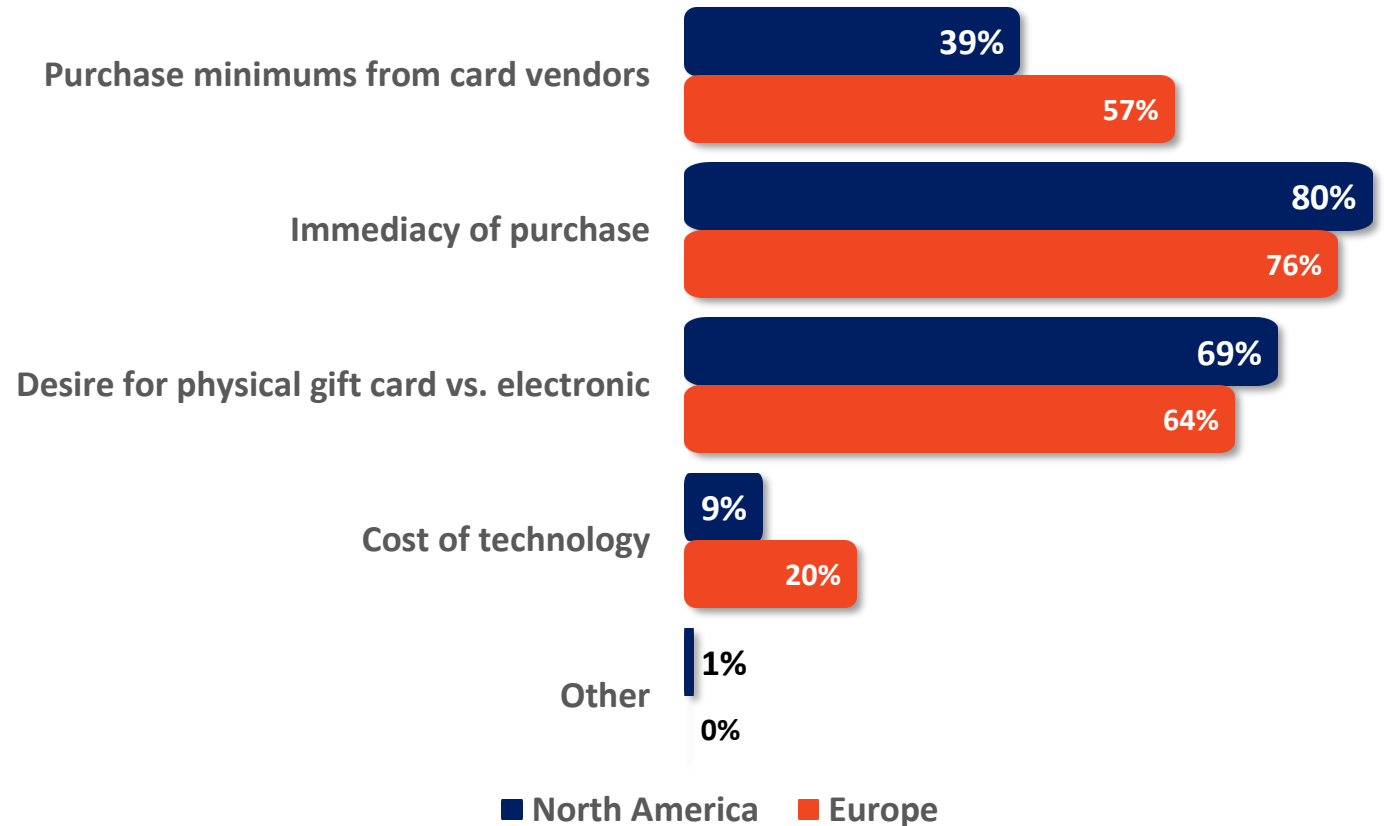
North Americans Purchasing Gift Cards Directly from Retailers



Europeans Purchasing Gift Cards Directly from Retailers



Reasons for Purchase



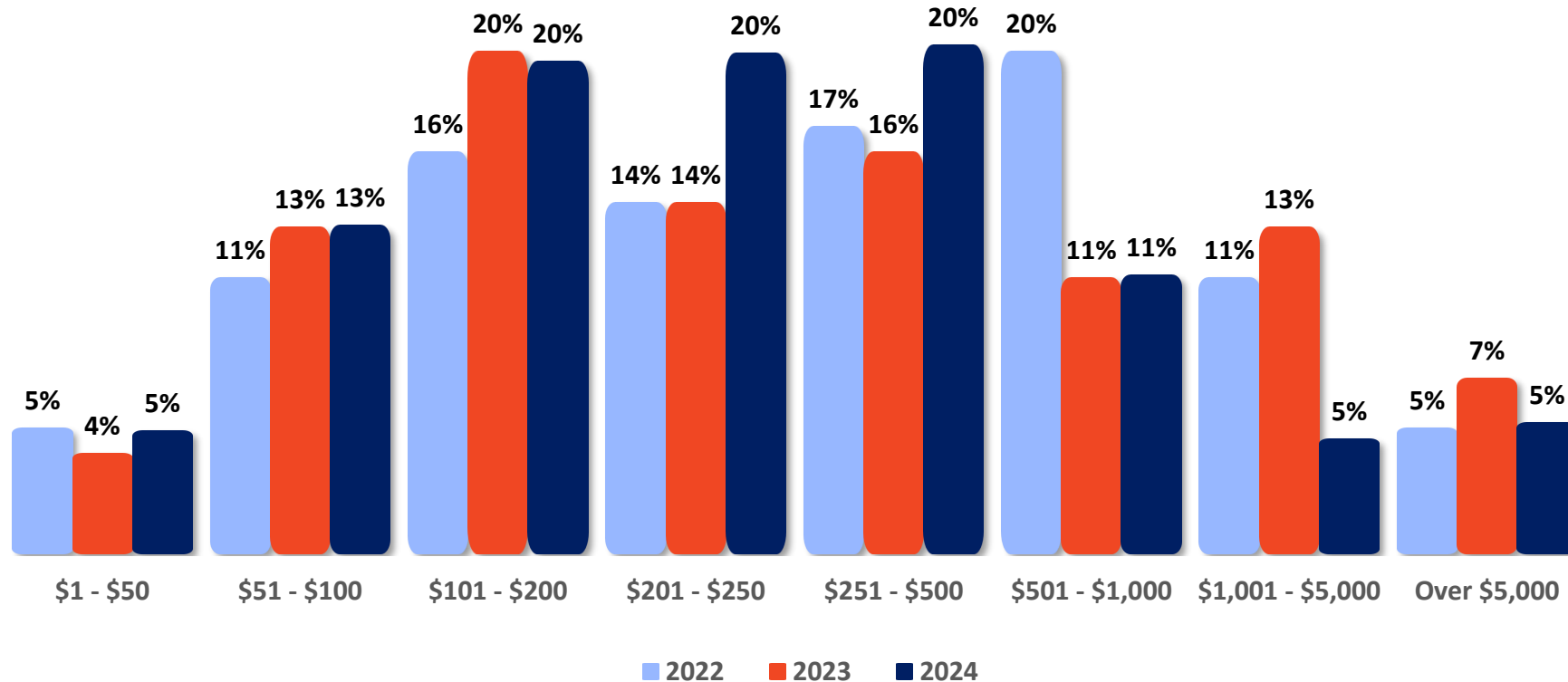


Event Gifting

▶ Annual Event Gift Spending

North Americans are spending less on event gifts

North American Average Annual Spend Per Person on Event Gifts



Dropping from \$944 in 2023, the average annual spend per person has declined nearly 30% to \$649

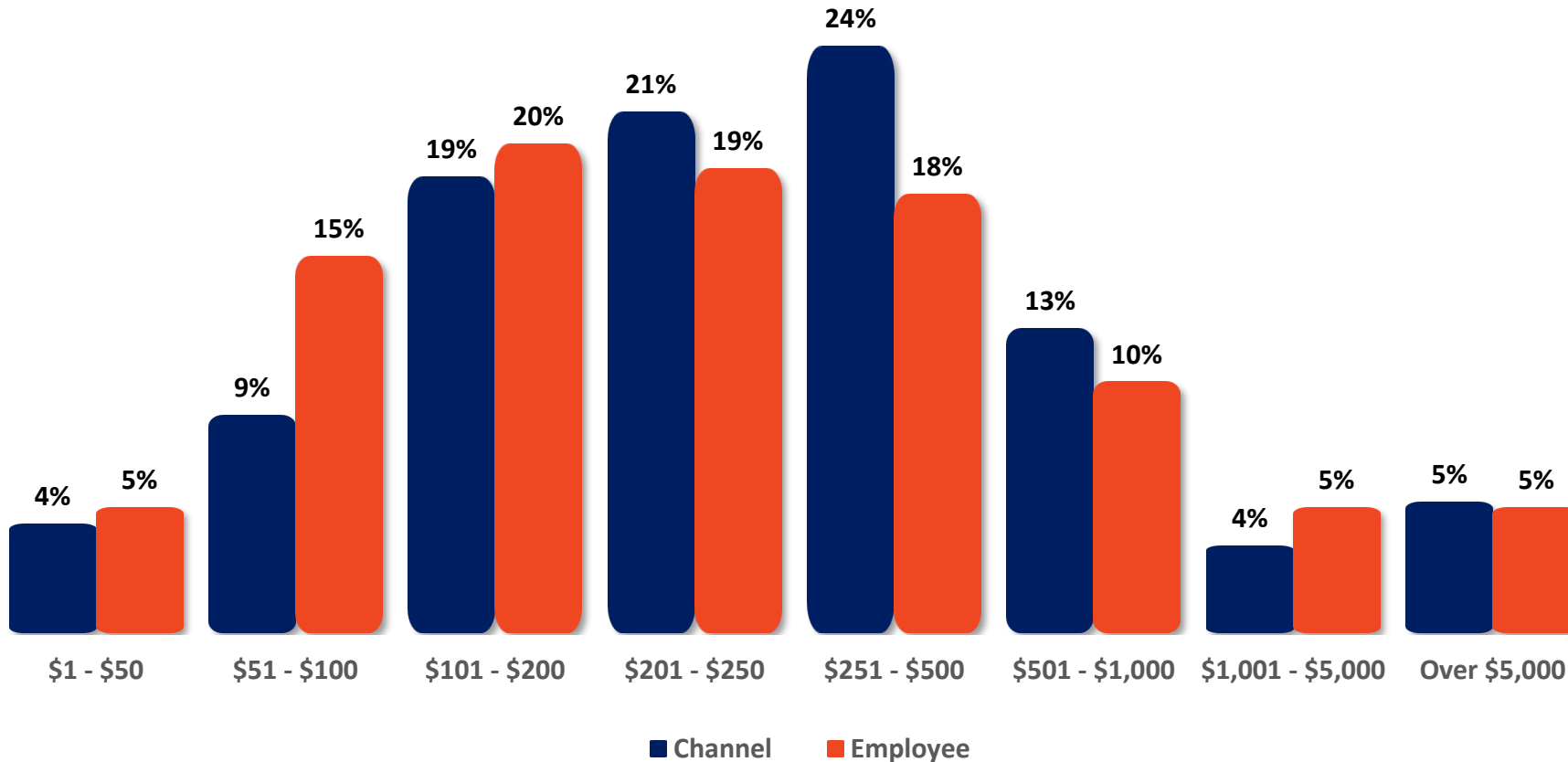
Event gifts exceeding \$1,000 have significantly decreased, dropping from 20% of the spend in 2023 to just 10% in 2024

Gaining prominence, the \$201 to \$500 range now represents 40% of the annual per-person spend on event gifts

▶ Annual Event Gift Spending

Despite slight distribution differences, North American channel and employee programs have similar average spend

North American Average Annual Spend Per Person on Event Gifts



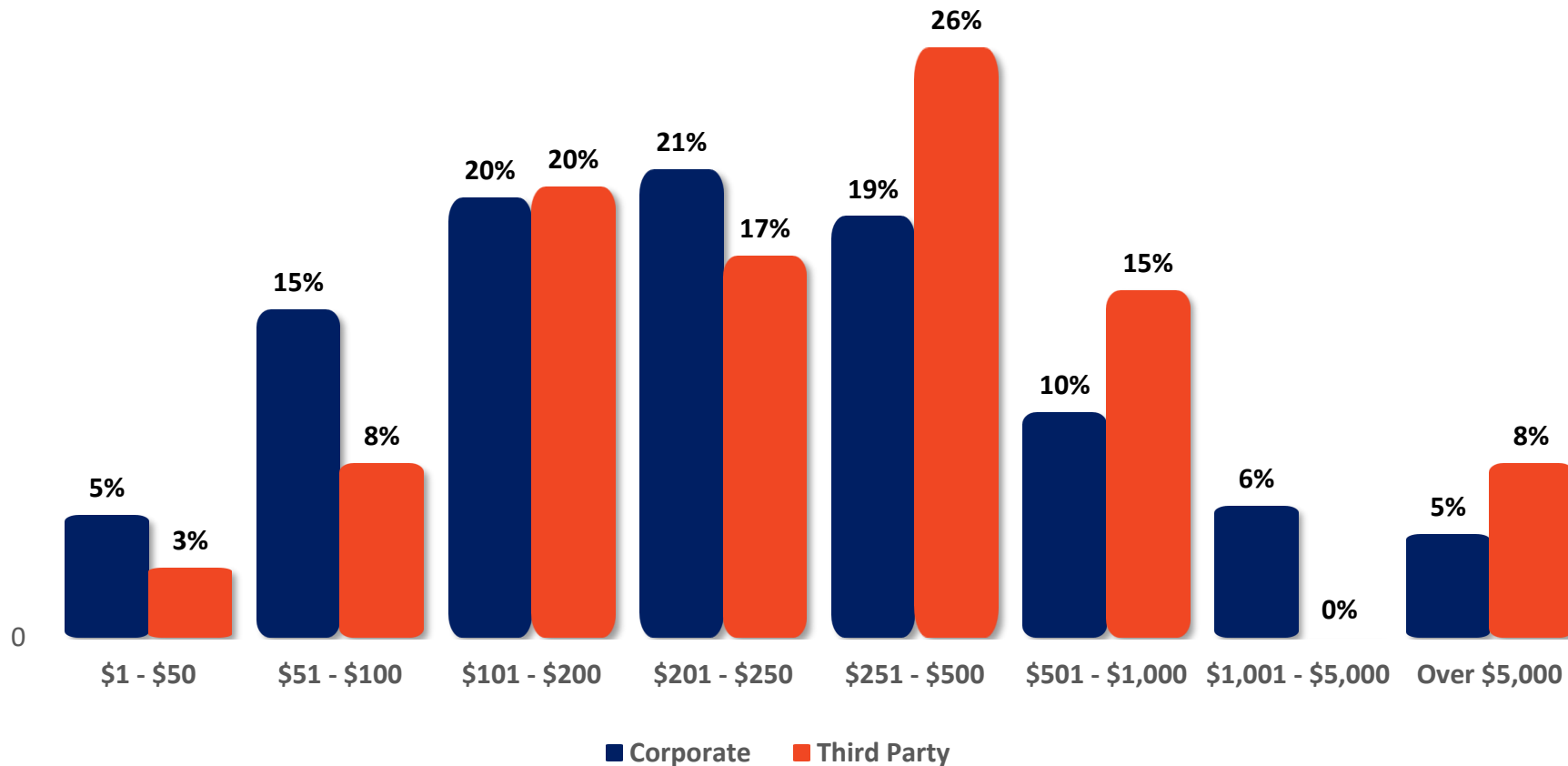
Average spending for channel programs (\$645) and employee programs (\$651) are very similar

Both channel and employee programs show similar spending patterns, with the majority of average spends from \$100 to \$1,000 (77% and 68%, respectively)

▶ Annual Event Gift Spending

Third-party providers dedicate more budget toward event gift spending than corporations in North America

North American Average Annual Spend Per Person on Event Gifts



Third-party providers have a higher average annual spend per person, at \$690, compared to \$638 for corporate entities

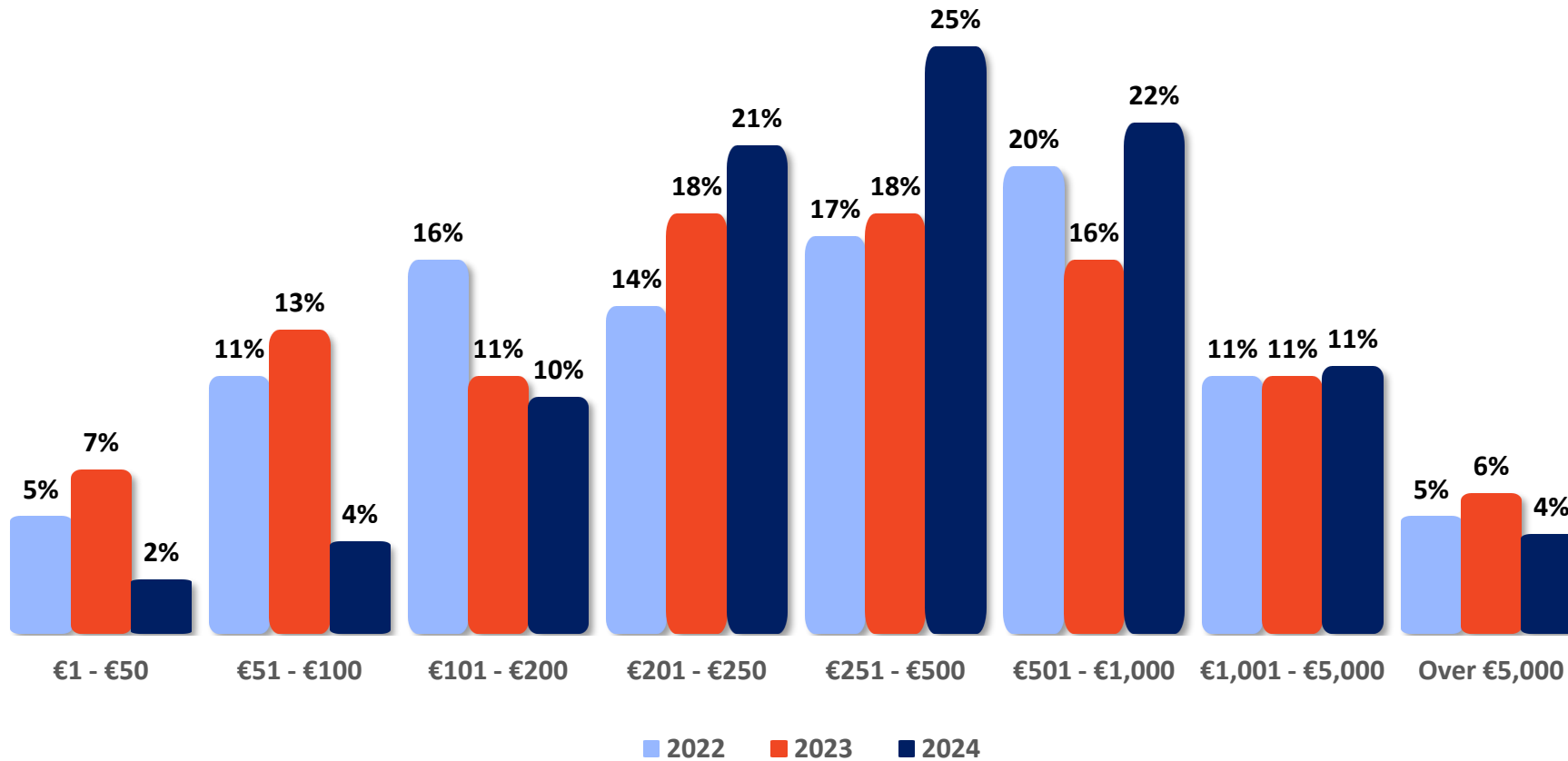
Third parties allocate more to higher spending tiers, with 42% of their spend in the \$251 to \$1,000 range, compared to 29% for corporations

Corporate entities have a higher concentration in lower spending ranges, with 20% spending less than \$100, compared to 11% for third parties

▶ Annual Event Gift Spending

Average annual spend on event gifts is becoming more concentrated in Europe

European Average Annual Spend Per Person on Event Gifts



Average annual per person spends from €201 to €1,000 accounts for 68% of total spending, up from 52% in 2023

The share of annual spend on event gifts €100 and less has dropped significantly, now at 6% compared to 20% just a year ago

Despite the shift toward mid-range spending, average annual spends have stayed consistent at €876 (€870 in 2023), indicating a reduction in extreme spending over €5,000 per year

▶ Annual Event Gift Spending

European channel and employee programs have similar spending patterns on event gifts

European Average Annual Spend Per Person on Event Gifts



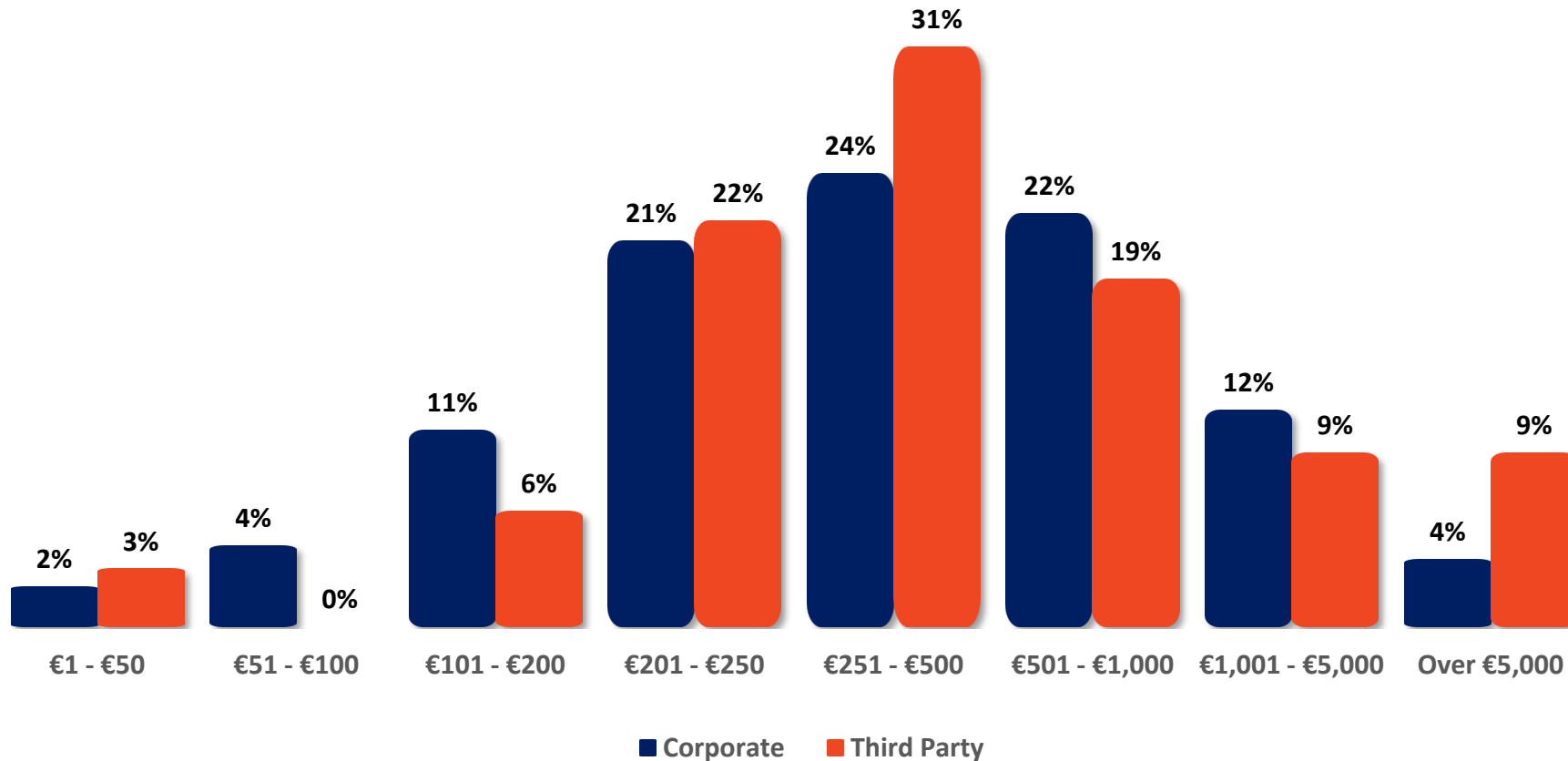
Employee programs have a higher cumulative average annual spend of €900, compared to €840 for channel programs

While employee programs have a higher distribution of spending over €1,000, channel programs focus more on mid-tier spending

▶ Annual Event Gift Spending

European third-party providers contribute significant amounts toward event gifts

European Average Annual Spend Per Person on Event Gifts



Third-party providers have a higher cumulative average spend of €1,062 compared to €854 for corporate entities, a 24% difference

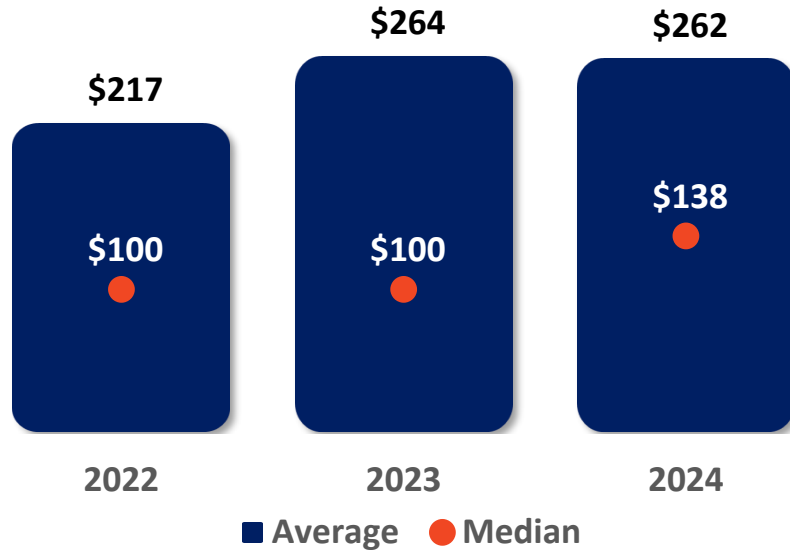
Third parties favor mid and high-range spends with 91% averaging over €200 per year

Corporate entities have a more spread out distribution

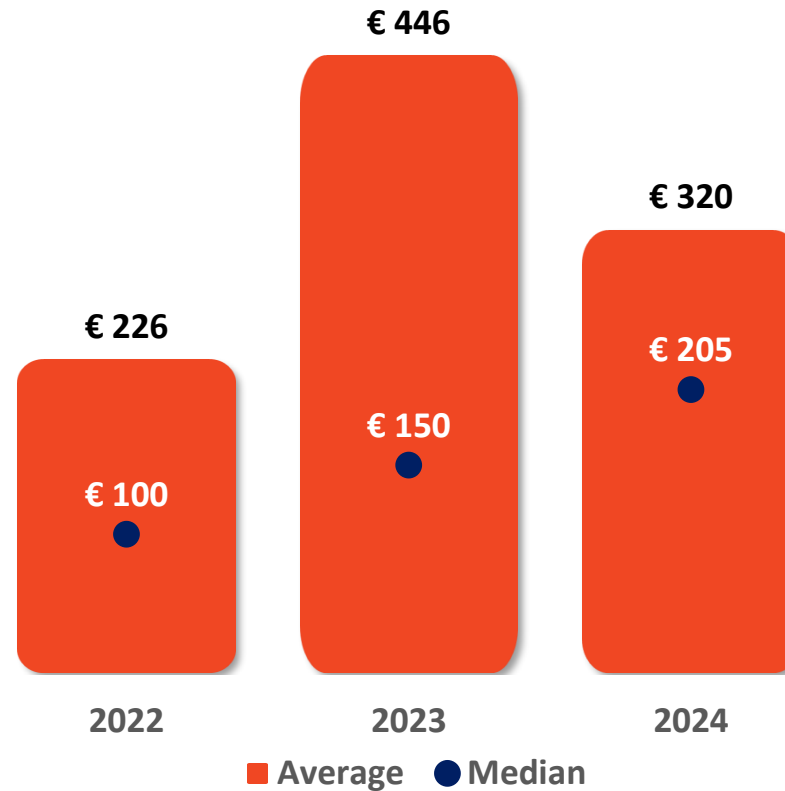
▶ Event Gift Spending

The typical event gift spend for speakers is increasing in both regions, though spending range is narrowing in Europe

North American Average Event Gift Spend Per Speaker



European Average Event Gift Spend Per Speaker



In North America, the cumulative average spend has stabilized at \$262, while the median has increased from \$100 to \$138

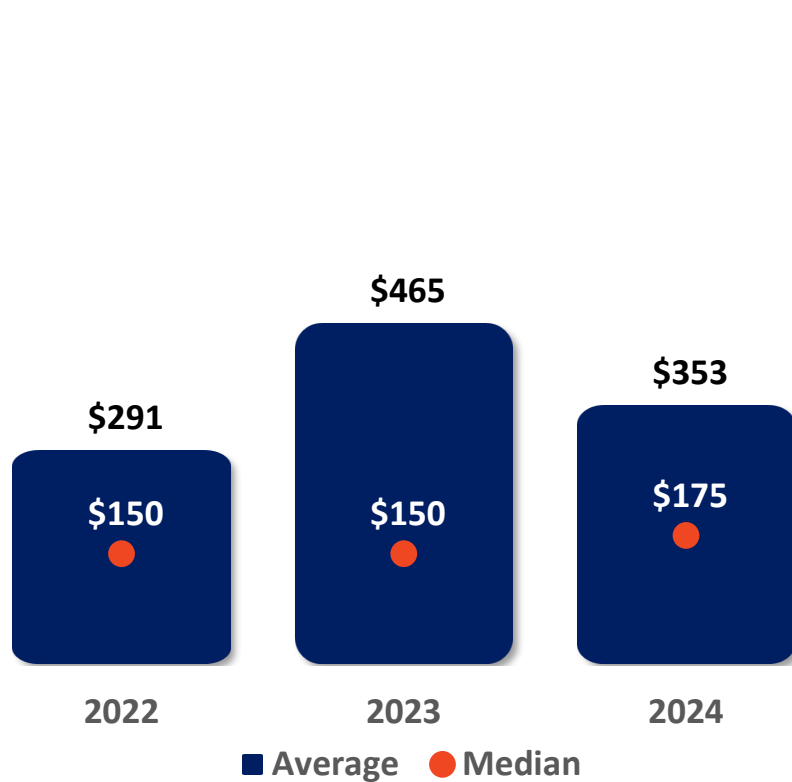
In Europe, the average spend has decreased significantly, from €446 to €320, while the median has risen dramatically, from €150 to €205

The rise in medians coupled with the decline in averages suggests that while overall spending on event gifts is increasing, extreme outliers are becoming less common, indicating a trend toward more standardized spending for speakers.

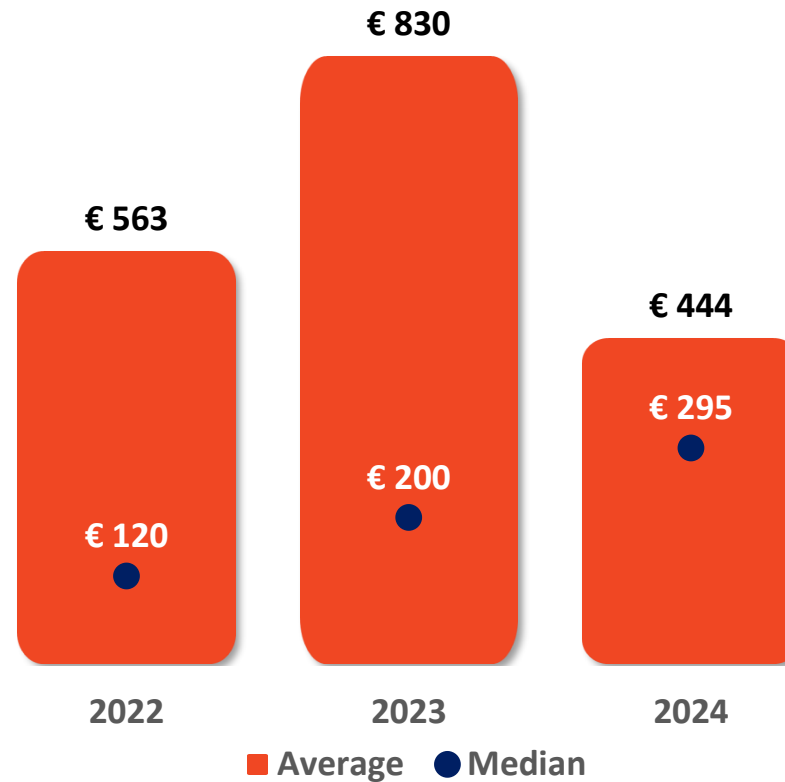
▶ Event Gift Spending

Event gift spending for VIPs is also becoming more consistent, while trending upward overall

North American Average Event Gift Spend Per VIP



European Average Event Gift Spend Per VIP



In North America, the average spend on VIP gifts decreased from \$465 in 2023 to \$353 in 2024, while the median increased from \$150 to \$175

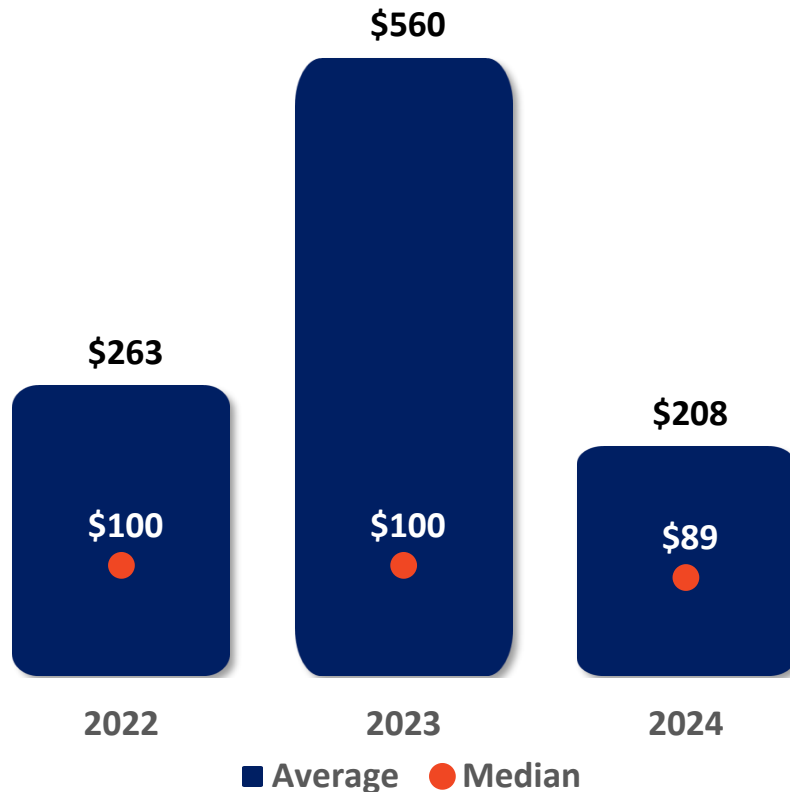
In Europe, the average spend on VIP gifts saw a significant decline from €830 in 2023 to €444 in 2024, while the median rose from €200 in 2023 to €295 in 2024

Again, the rise in medians and the decline in averages suggest that spending is becoming more uniform and less influenced by a few high-value outliers

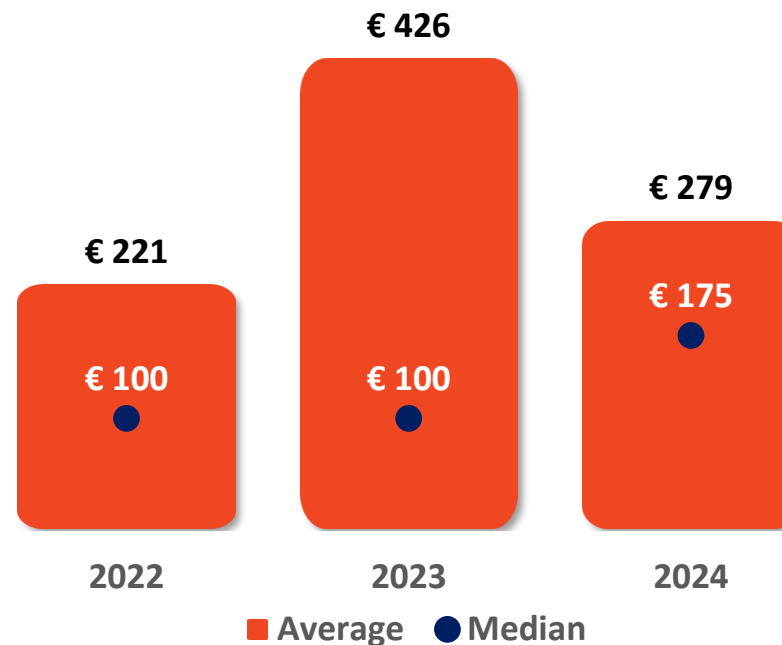
▶ Event Gift Spending

Overall, event gift spending for attendees is trending downward in North America, but upward in Europe

North American Average Event Gift Spend Per Attendee



European Average Event Gift Spend Per Attendee



In North America, the average spend dropped drastically from \$560 in 2023 to \$208 in 2024, more closely aligning with the 2022 figures

The North American median spend on attendee gifts also decreased by 11%

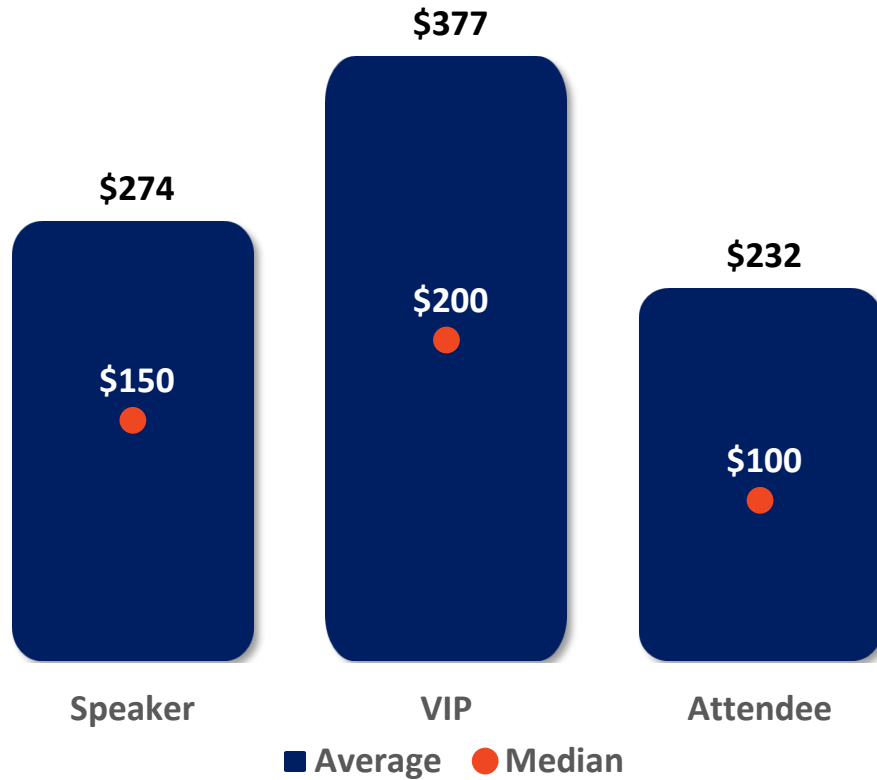
While Europe's average spend decreased from €426 to €279, the median is significantly higher than in the past two years, rising from €100 to €175

The remission of extreme outliers skews the average values, but trends can still be clearly identified through the median values, which provide a more accurate reflection of typical spending patterns

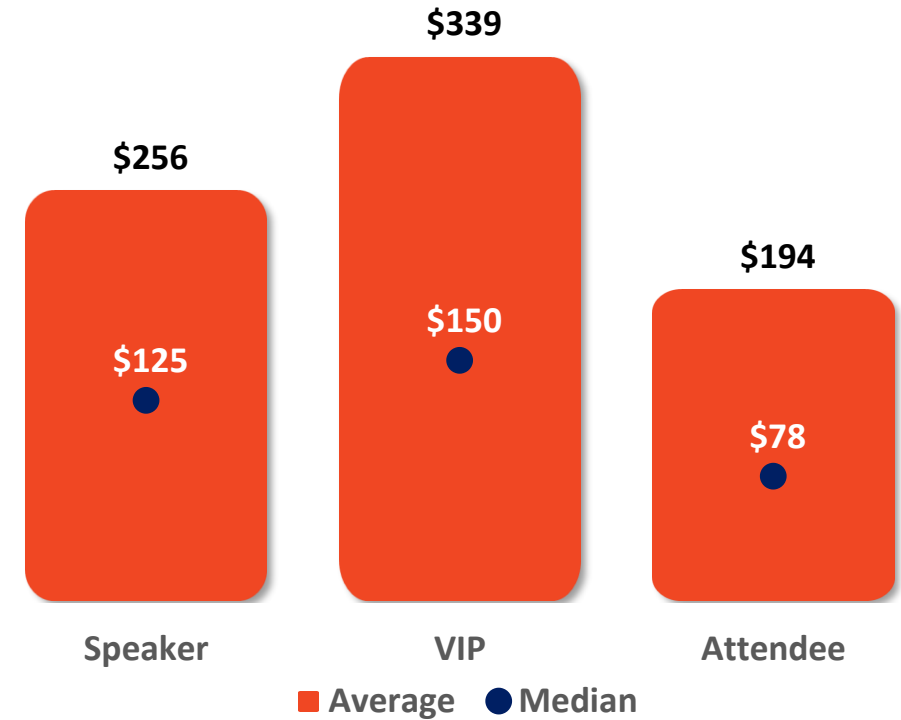
▶ Event Gift Spending

Channel program gift spending exceeds employee program spend across all recipient categories in North America

North American Channel Program
Average Event Gift Spend



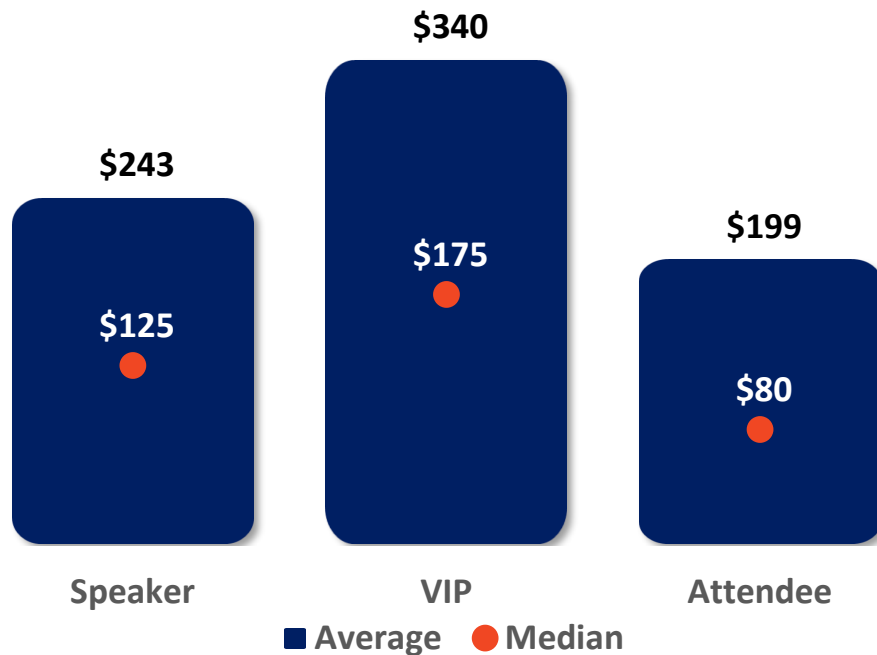
North American Employee Program
Average Event Gift Spend



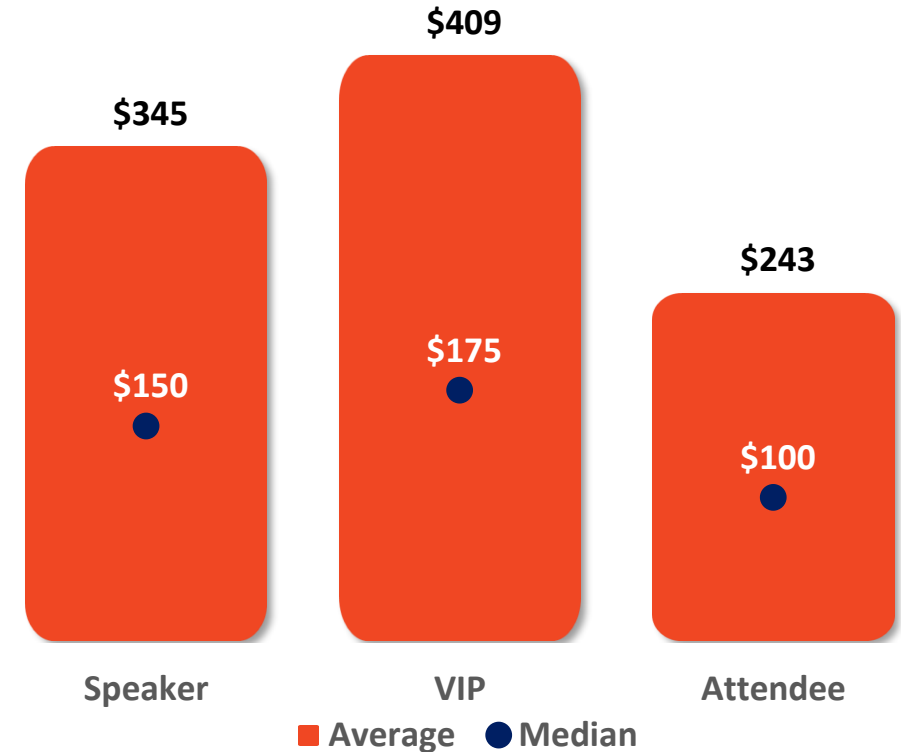
▶ Event Gift Spending

Third-party providers in North America generally spend more on event gifts, while corporate entities show more consistent spending, with medians more closely aligning with averages

North American Corporate Entity Average Event Gift Spend



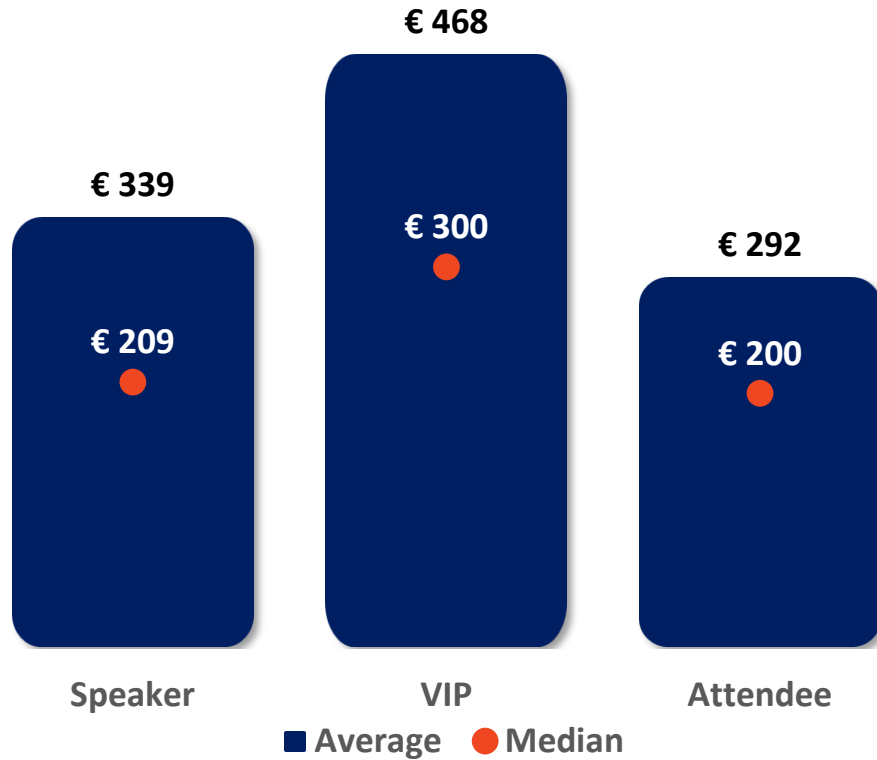
North American Third-Party Provider Average Event Gift Spend



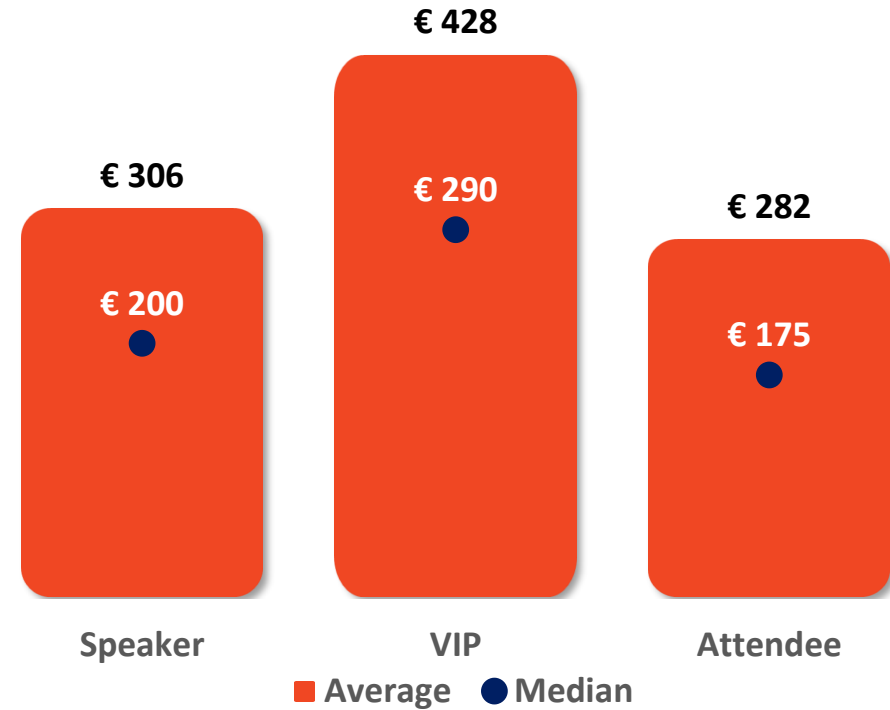
▶ Event Gift Spending

European channel and employee program spending are relatively closely aligned, with channel programs displaying slightly higher marks

European Channel Program Average
Event Gift Spend



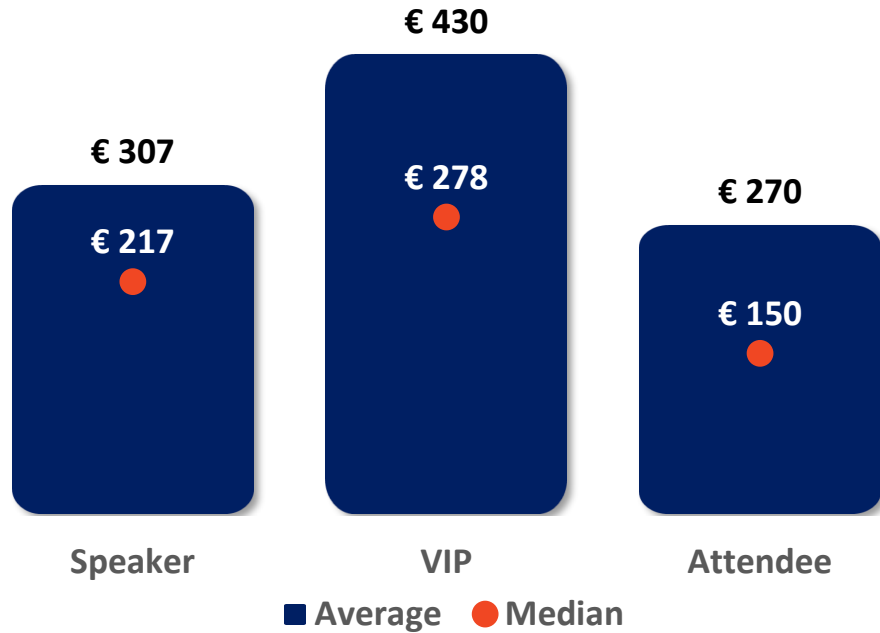
European Employee Program Average
Event Gift Spend



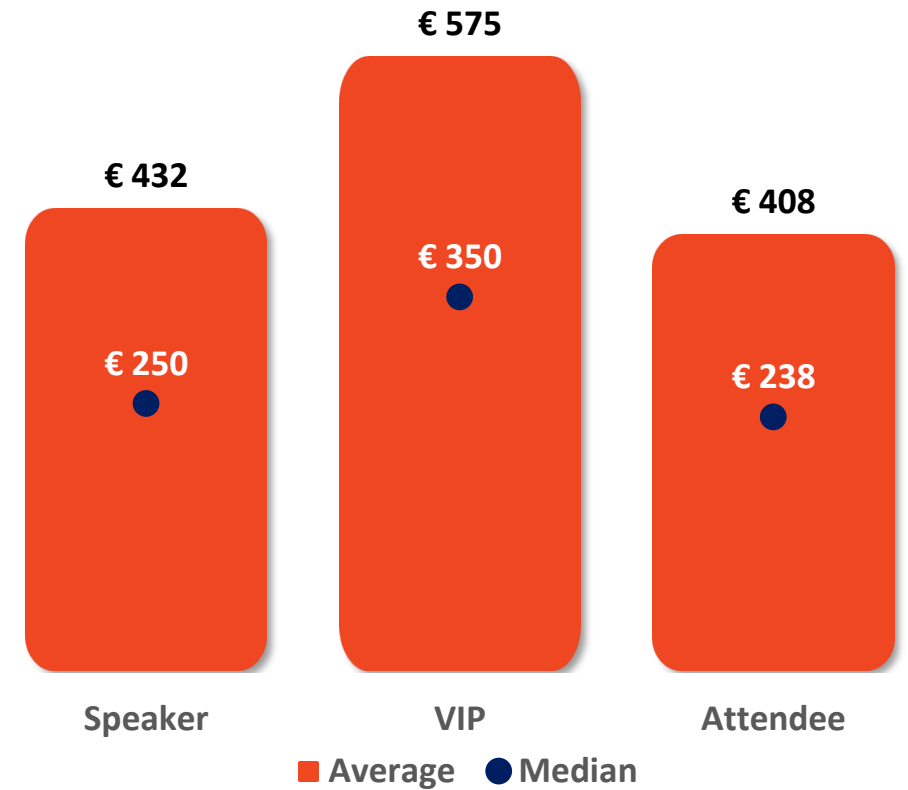
▶ Event Gift Spending

European third-party provider spending exceeds corporate program spending across all recipient categories

European Corporate Entity Average Event Gift Spend



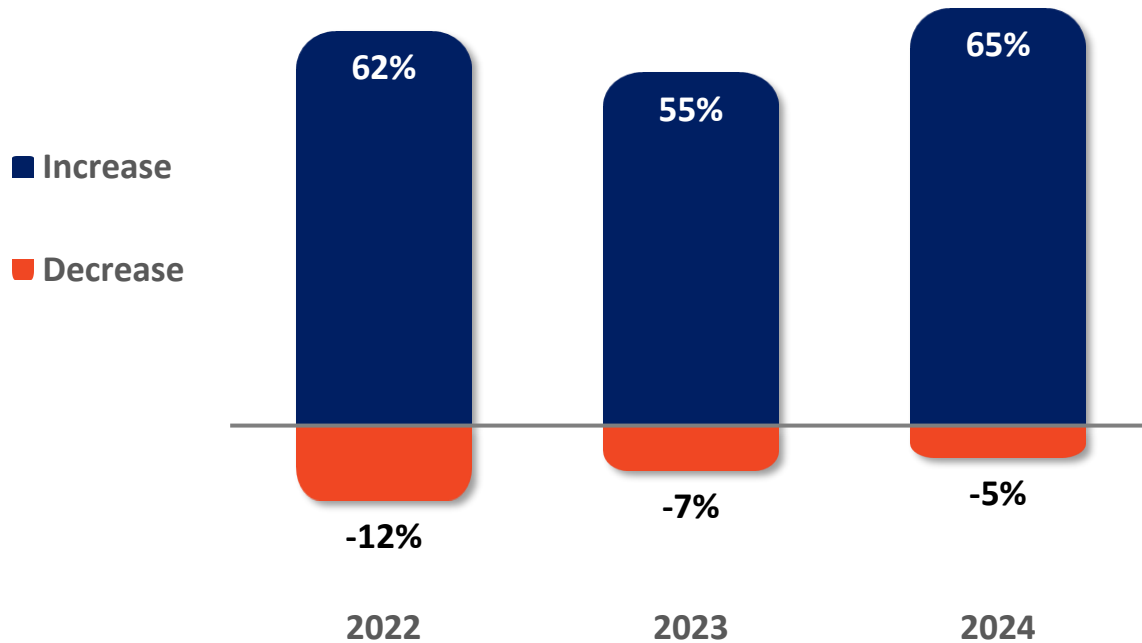
European Third-Party Provider Average Event Gift Spend



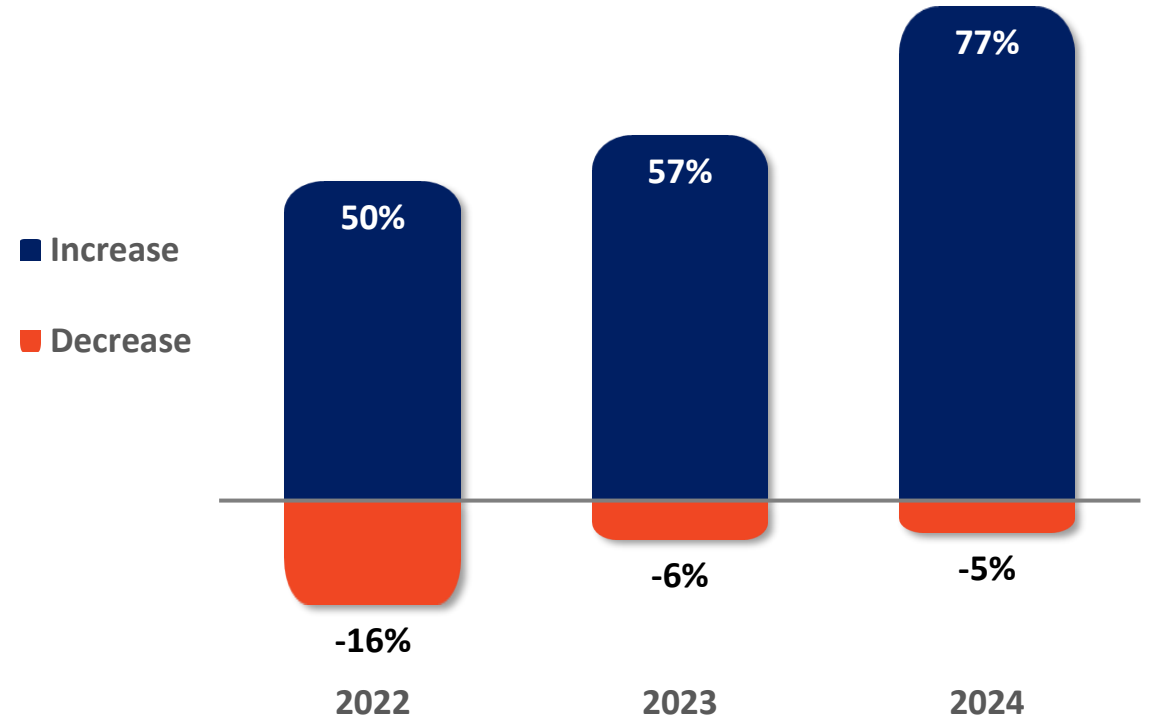
▶ Event Gift Spending

Event gifting budgets for 2025 are expected to increase in both North America and Europe, with Europe showing a significant rise in expectations

Anticipated North American Event Gifting Budget Changes



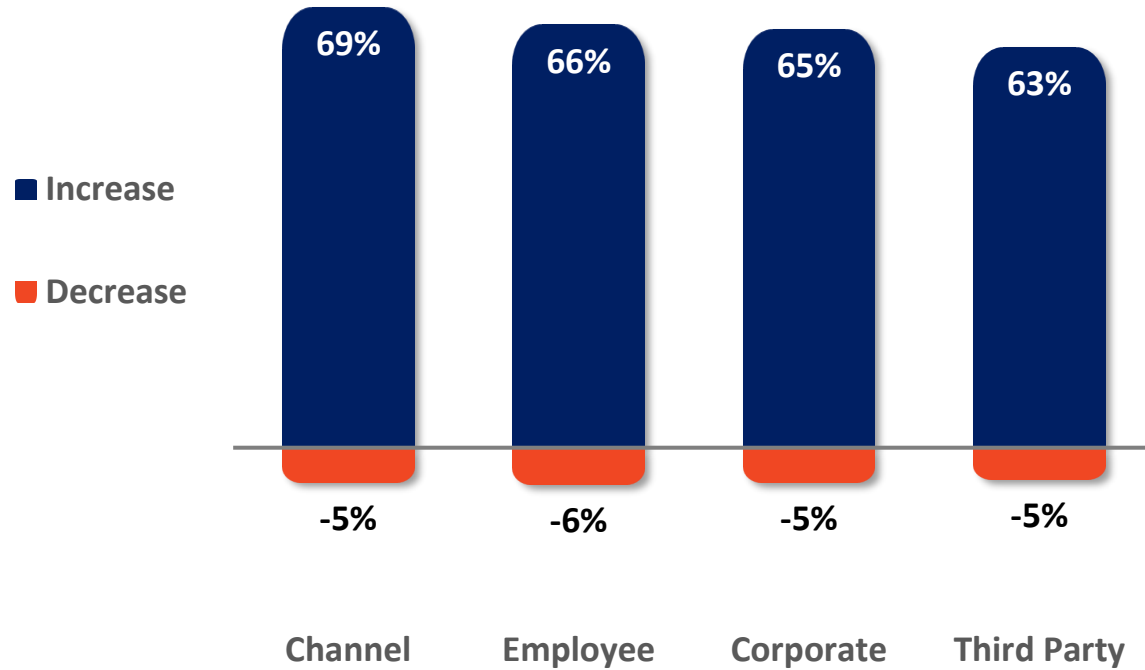
Anticipated European Event Gifting Budget Changes



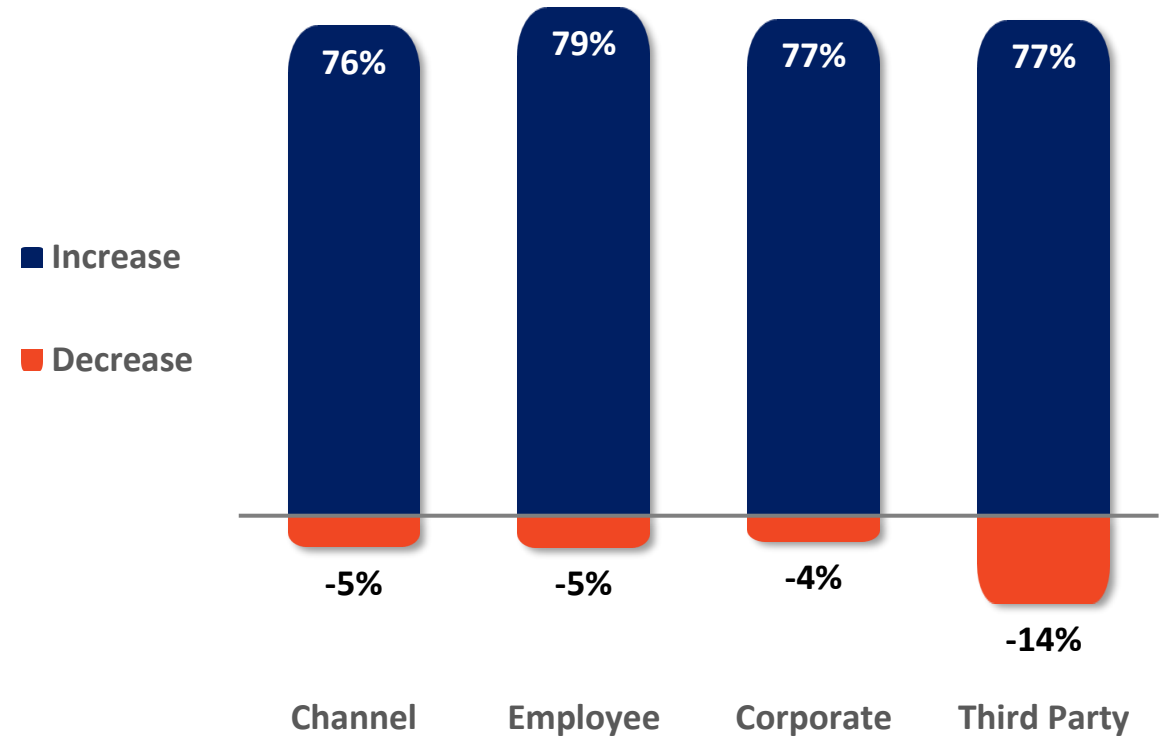
▶ Event Gift Spending

In both regions, expectations for 2025 event gifting budgets are similar across program types, with the exception of a notable 14% European third parties expecting a decrease

North American Expected Budget Changes



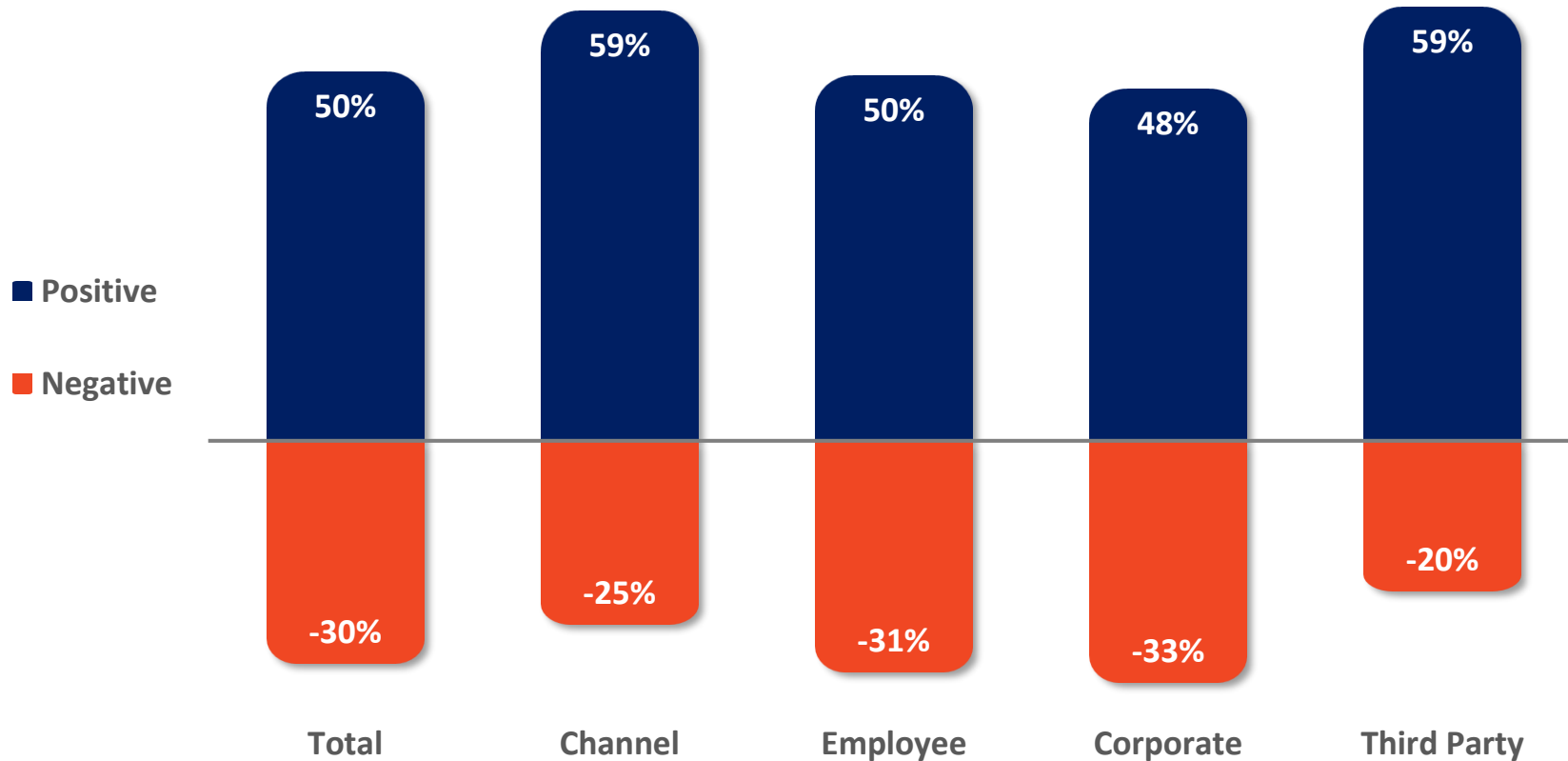
European Expected Budget Changes



► Influences on Event Gifting

The economic outlook creates mixed feelings about future event gifting in North America

North American Anticipated Economic Impact on Event Gifting



Overall, 50% anticipate a positive impact on event gifting, while 30% expect a negative impact, indicating generally positive, but cautious outlook

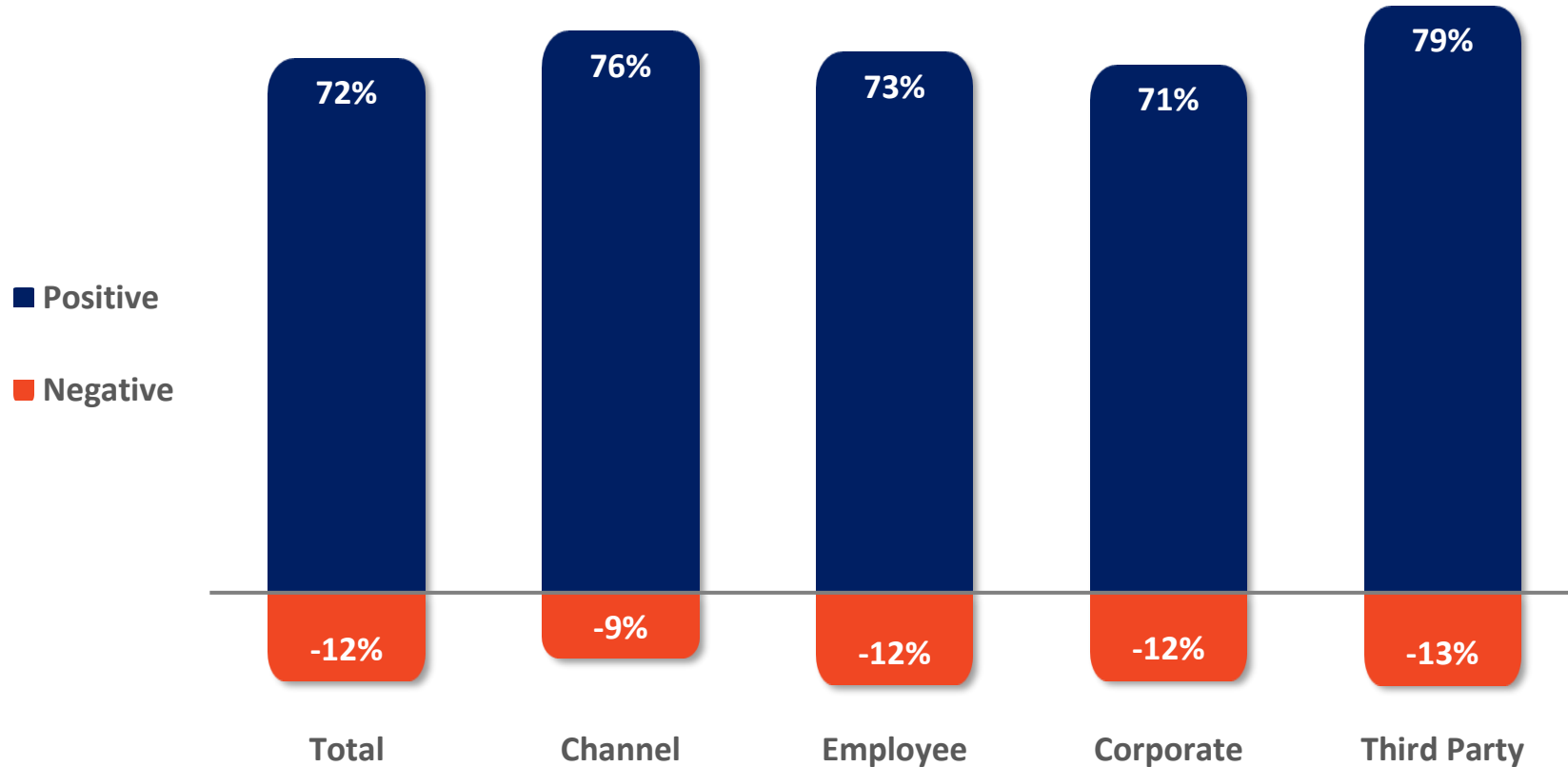
Channel programs have a more optimistic outlook, with 59% expecting a positive impact, in comparison to 50% for employee programs

Corporate programs have a more negative outlook (-33%), but 48% still expect a positive impact, while third-party programs are more optimistic, with 59% expecting a positive impact and only 20% expecting a negative impact

► Influences on Event Gifting

In Europe, the economy is expected to have a heavily favorable impact on event gifting

European Anticipated Economic Impact on Event Gifting



Overall, 72% expect a positive economic impact, while only 12% expect a negative impact, suggesting widespread optimism

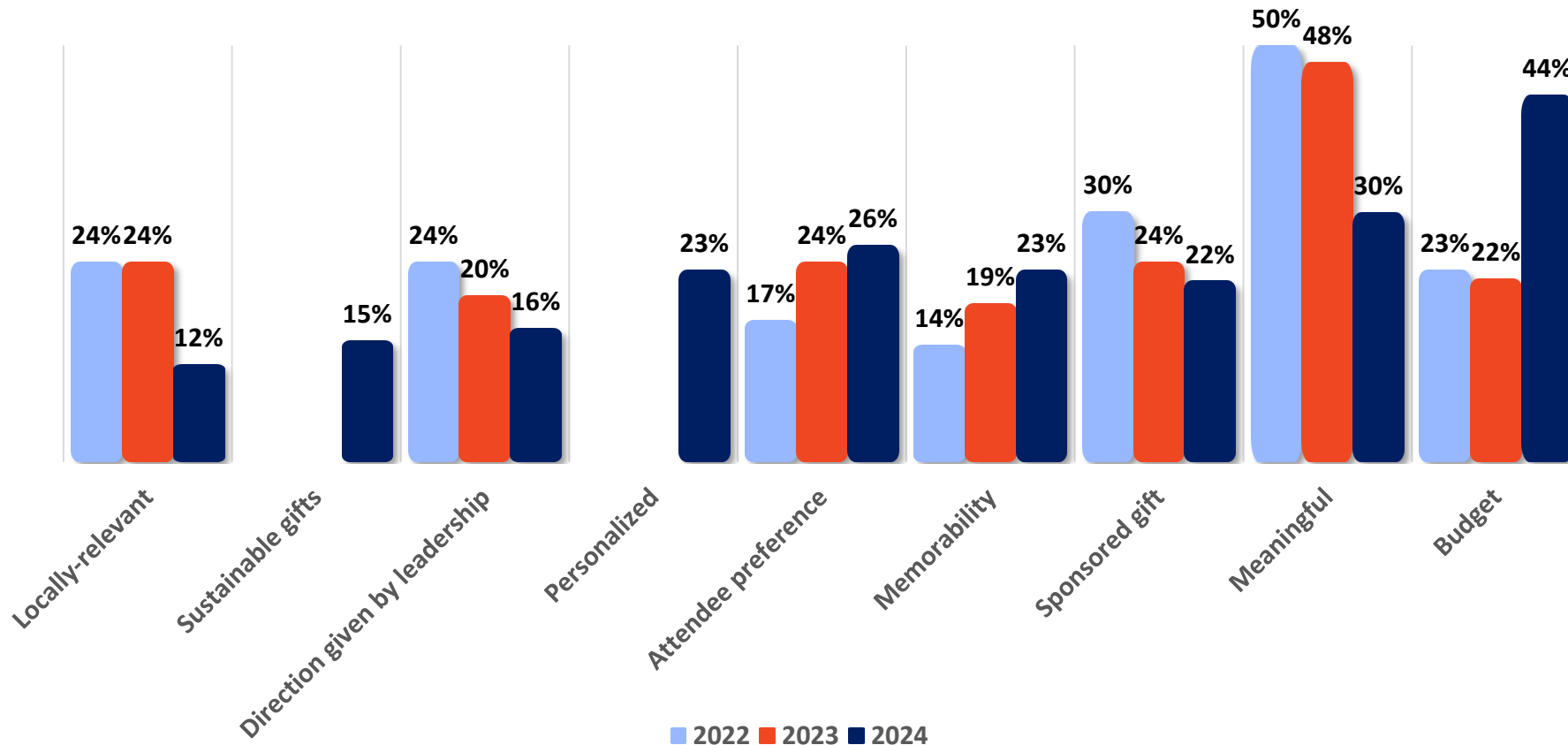
Channel and employee programs are very closely aligned on expectations

Third-party providers are slightly more optimistic (79%), compared to corporate entities (71%)

► Influences on Event Gift Selection

Budget and meaningfulness drive event gift selections in North America, with a shift towards cost-consciousness

North American Event Gift Selection Considerations



Budget is the top priority, selected by 44% (+22% from 2023), indicating a shift toward more cost-conscious decisions

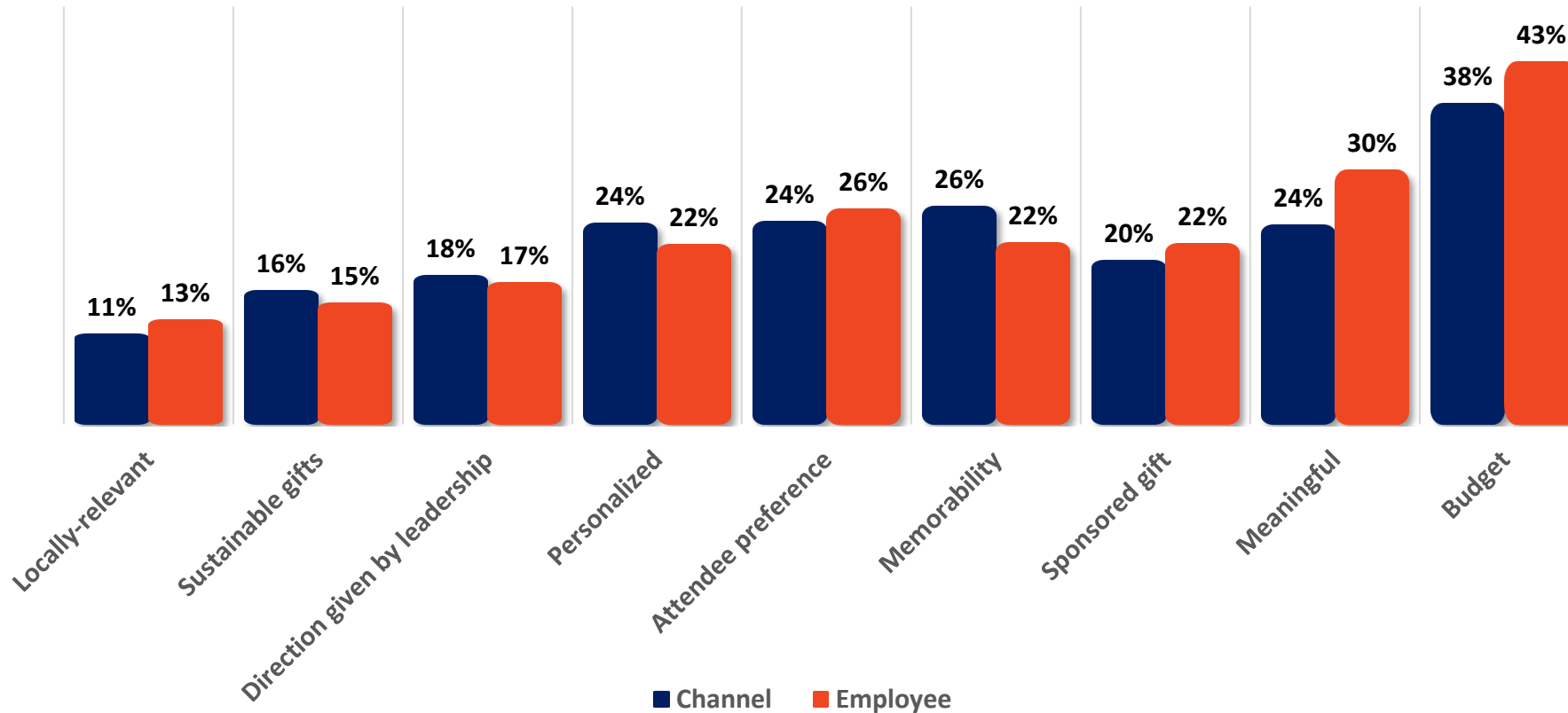
Though decrease 18%, meaningfulness remains important for 30% of respondents

Locally-relevant gifts are down -12%, indicating a shift toward more universally appealing or cost-effective options

► Influences on Event Gift Selection

Event gift selection priorities are similar between channel and employee programs in North America

North American Event Gift Selection Considerations



Budget is the top priority for both, with 43% for employee and 38% for channel

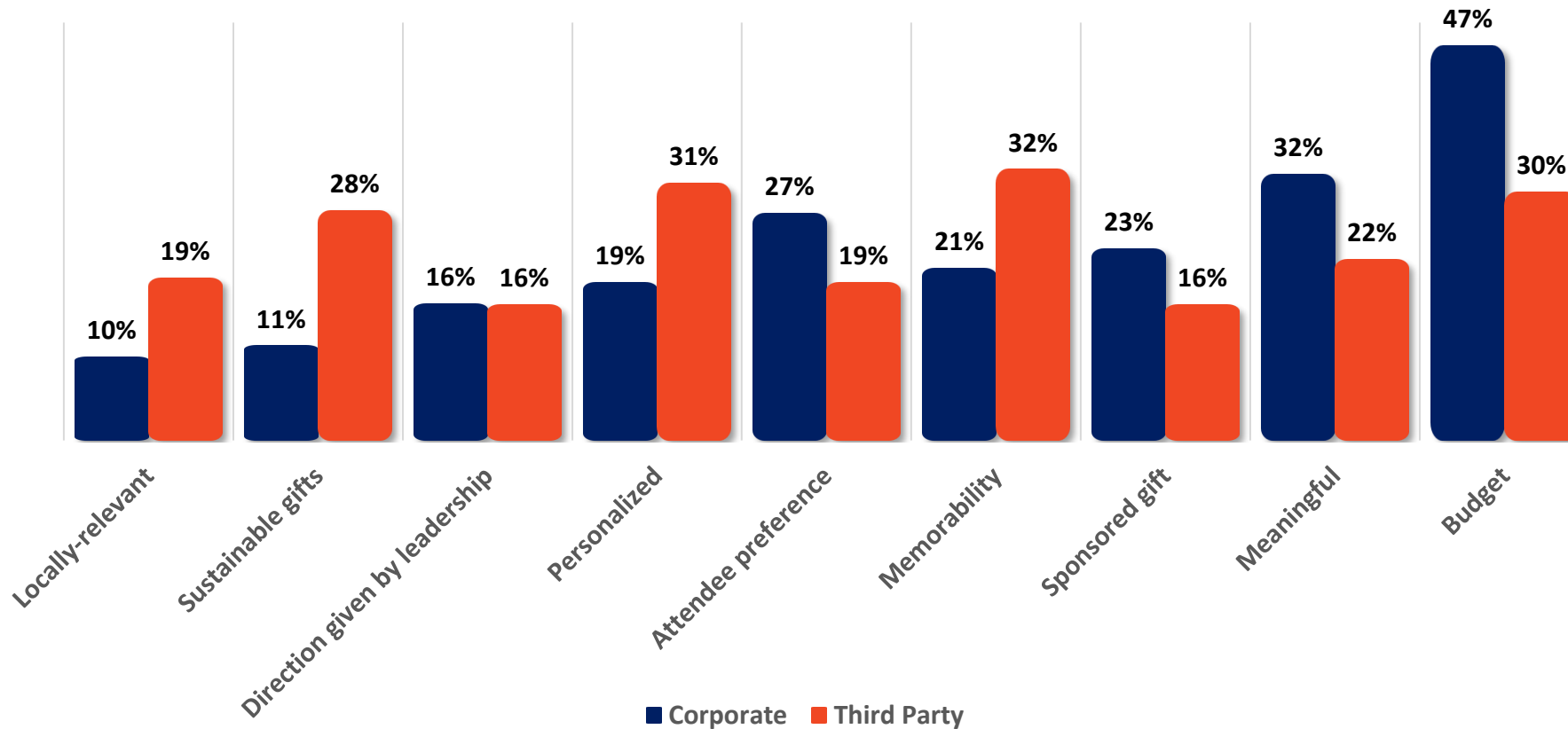
Meaningfulness is also slightly more important for employee programs (30% to 24% in Channel)

Memorability ranks higher for Channel programs (26% to 22% for Employee), reflecting a slightly greater focus on making a lasting impression

► Influences on Event Gift Selection

In North America, corporate and third-party programs have divergent approaches to selecting event gifts

North American Event Gift Selection Considerations



Corporate programs prioritize budget (+17%), meaningful gifts (+10%), attendee preferences (+8%), and sponsored gifts (7%), more than employee programs

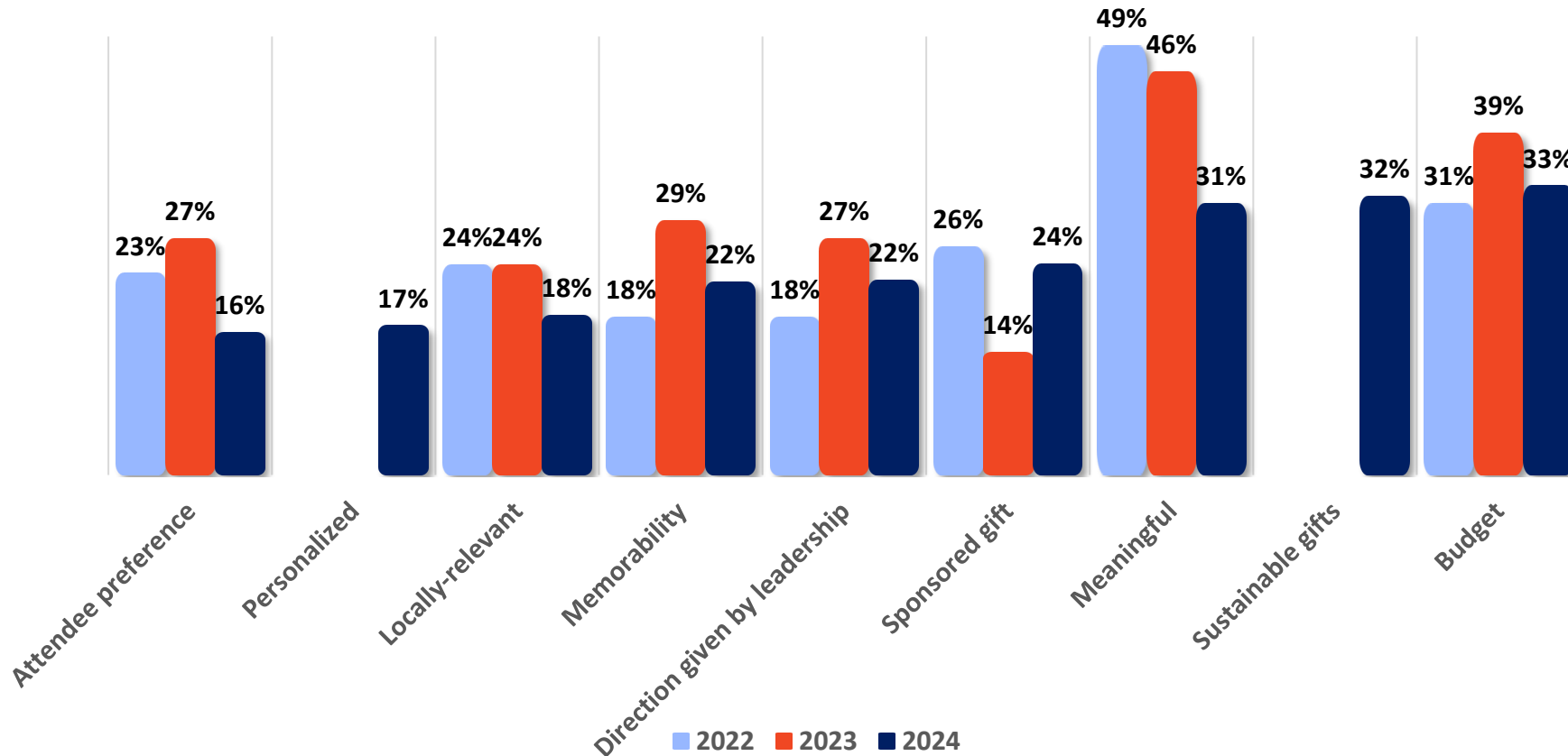
Employee programs prioritizes sustainability (+17%), personalized gifts (+12%), memorability (+11%), and local-relevance (-9%)

This indicates that corporate programs are more focused on cost-effectiveness and practicality while third-parties show a greater focus on creativity and sustainability

► Influences on Event Gift Selection

Event gifting priorities in Europe are shifting toward sustainability and budget considerations

European Event Gift Selection Considerations



Budget (33%) remains a top priority, despite a 6% decrease from 2023.

Sustainability (32%) is now a prominent focus, having not been explicitly surveyed in previous years

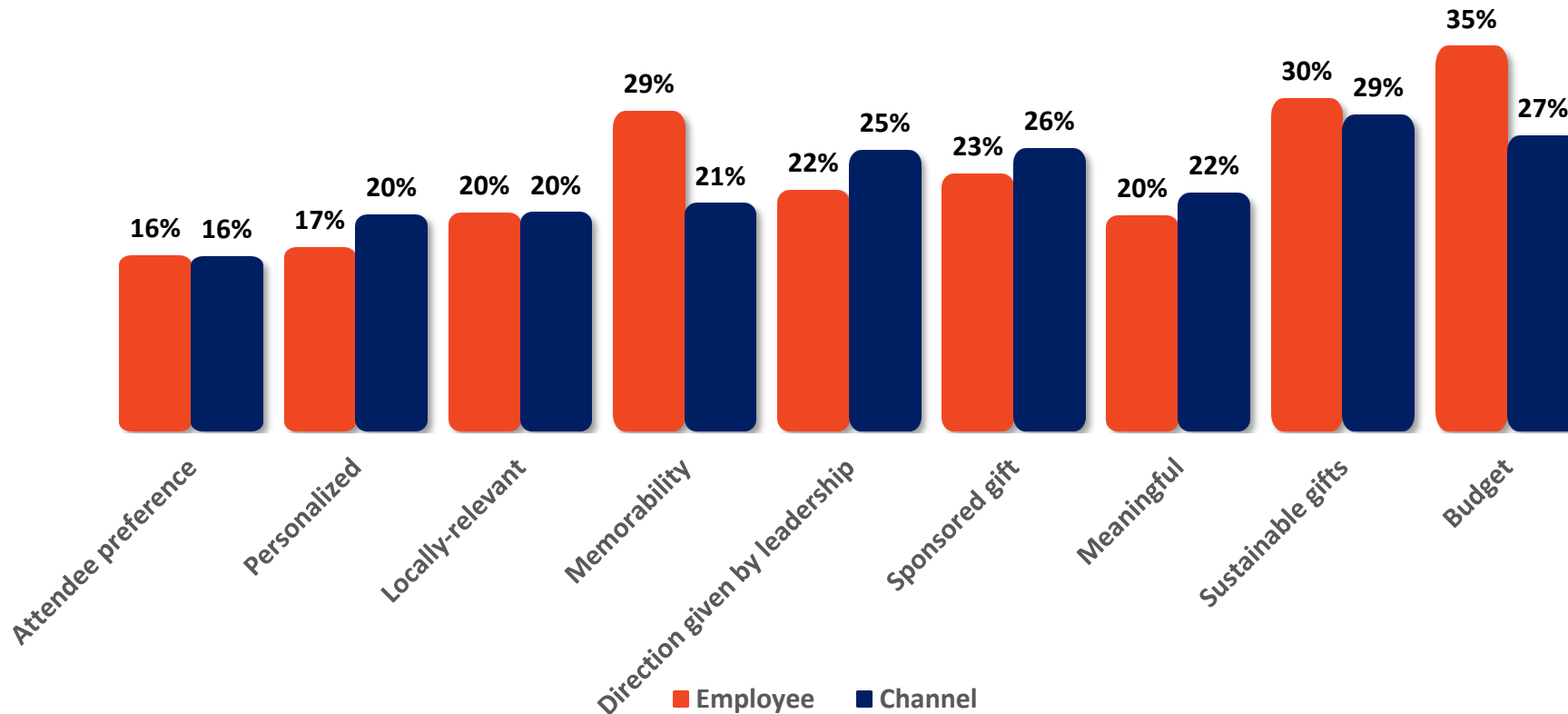
Meaningfulness (-15)% displays the greatest decline from 2023, suggesting that personal connection or emotional value may no longer be the primary focus

European respondents exhibit a more balanced approach to event gift selection

► Influences on Event Gift Selection

In Europe, channel and employee programs show mostly similar priorities in selecting event gifts

European Event Gift Selection Considerations



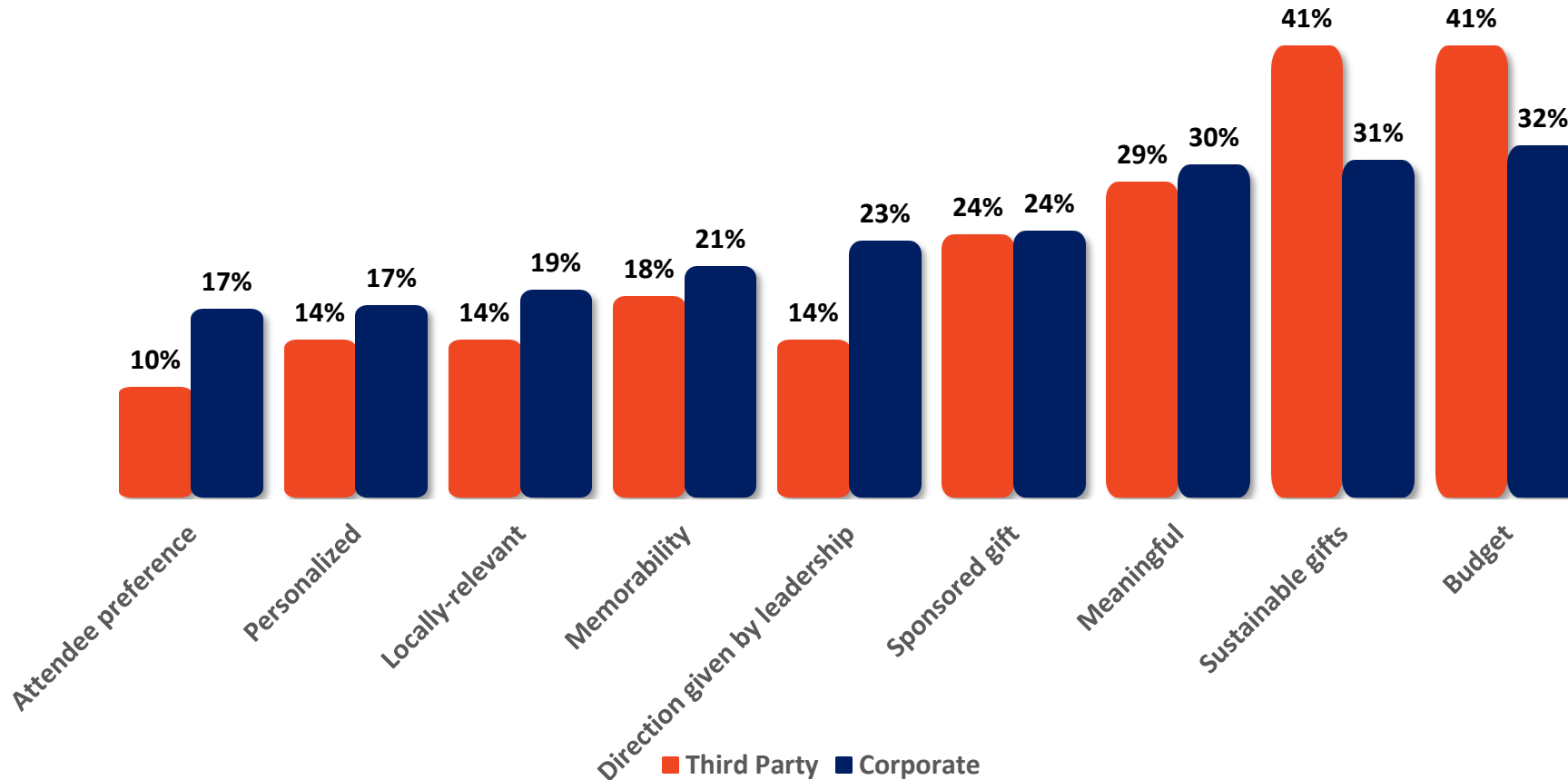
Memorability and budget have a greater influence in employee programs, with both factors 8% higher than in channel programs

All other considerations are within 4% of each other, showing a similar level of importance in both

► Influences on Event Gift Selection

European corporations and third parties share similar priorities in selection, with slight variations in emphasis

European Event Gift Selection Considerations



The order of priorities for corporate and third-party programs is nearly identical, with only slight variations in ranking.

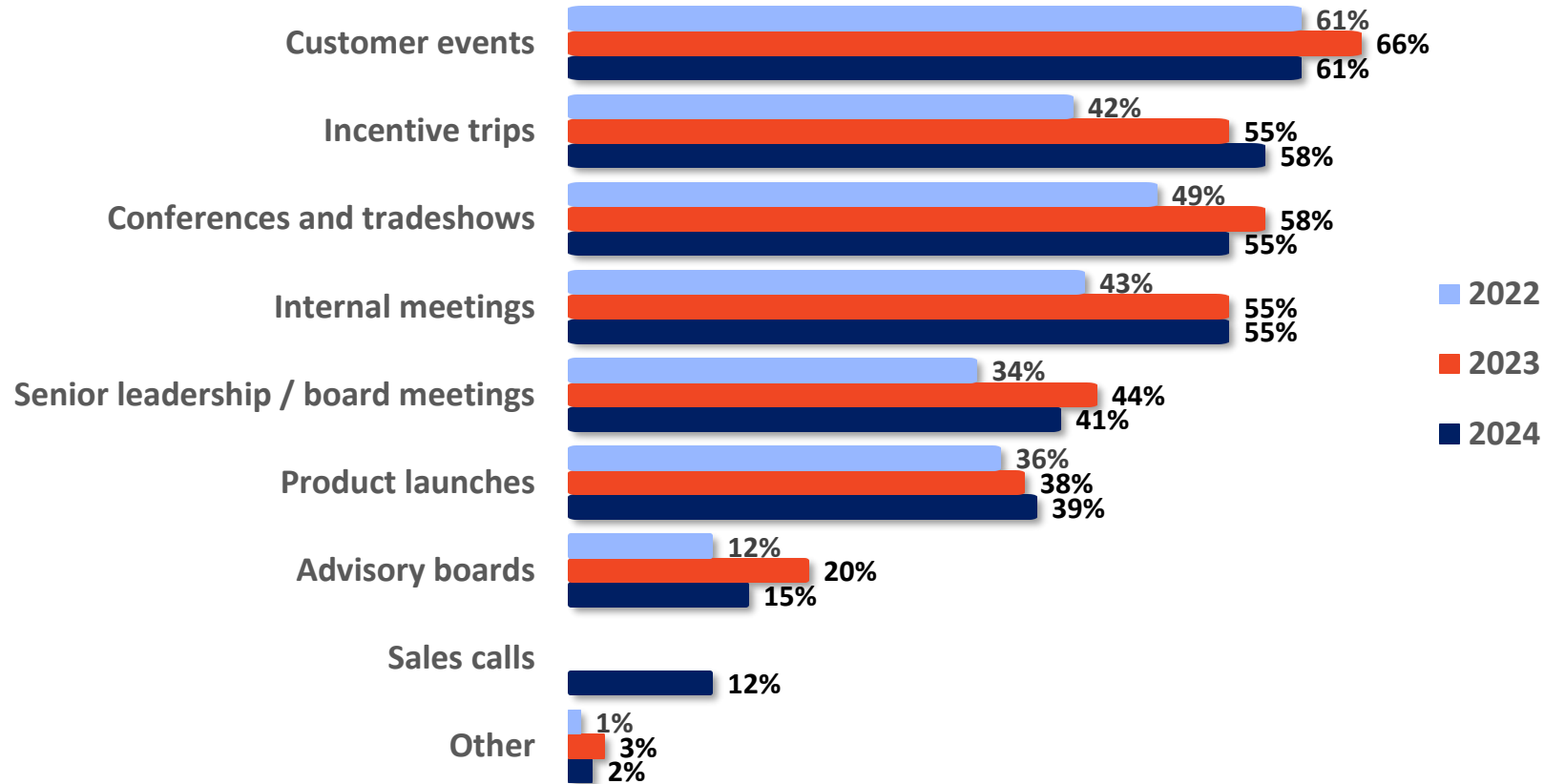
Both groups prioritize budget and sustainability highly, though third-party programs place more emphasis (41% to 32% and 41% to 31%, respectively)

Corporations have a more evenly distributed focus across factors, while third-party providers show stronger preferences for sustainability and budget

▶ Event Gifting Occasions

Attendee gift usage in North America remains relatively consistent

North American Event Types with Attendee Gifts



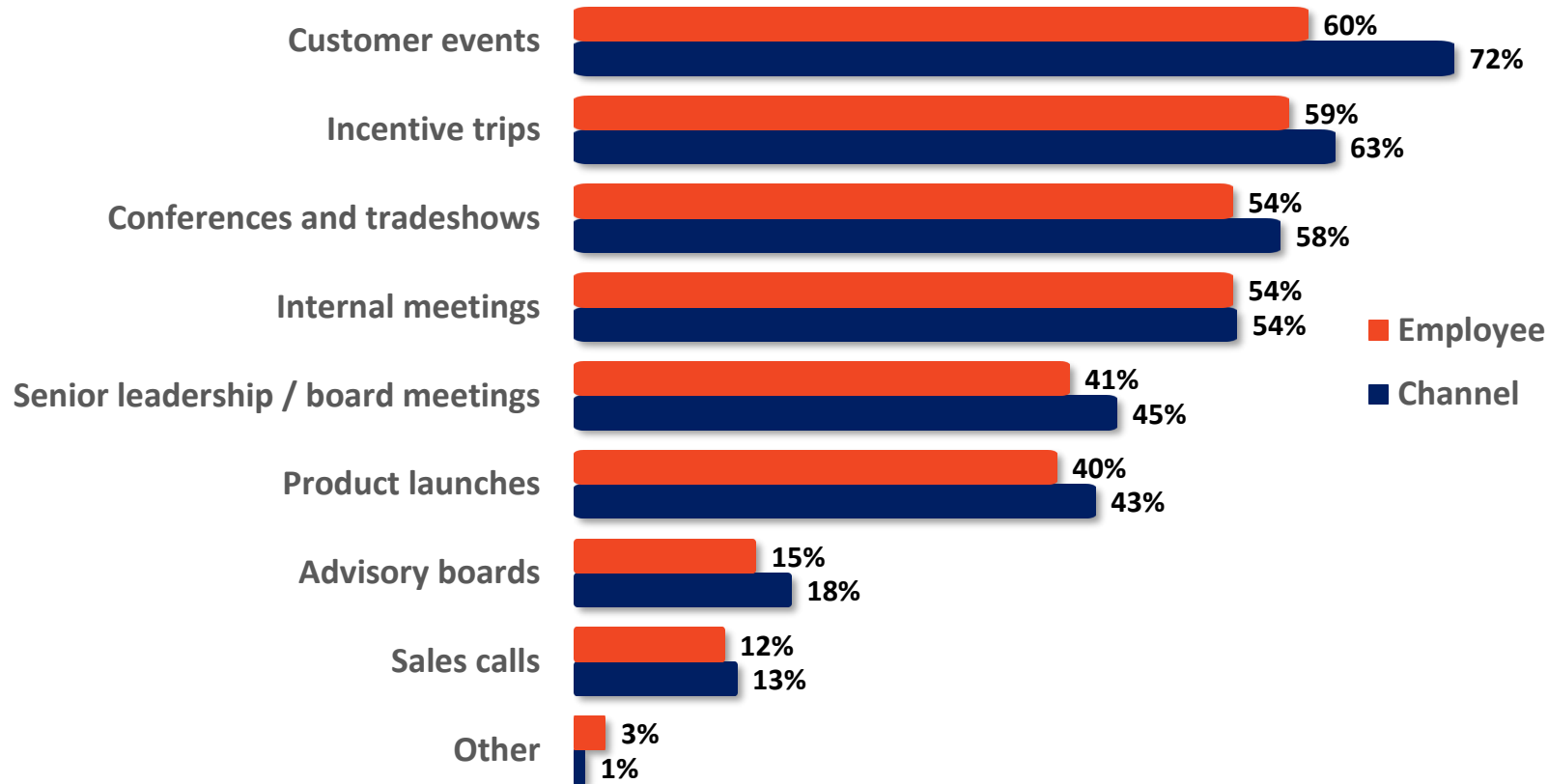
Customer events (61%) and incentive trips (58%) remain the most common events for gifting, showing only negligible shifts in frequency from last year

Excluding sales calls (not directly surveyed in 2023), all other categories are within 5% of last year

▶ Event Gifting Occasions

North American channel programs are more likely to supply attendee gifts at nearly all event types

North American Event Types with Attendee Gifts



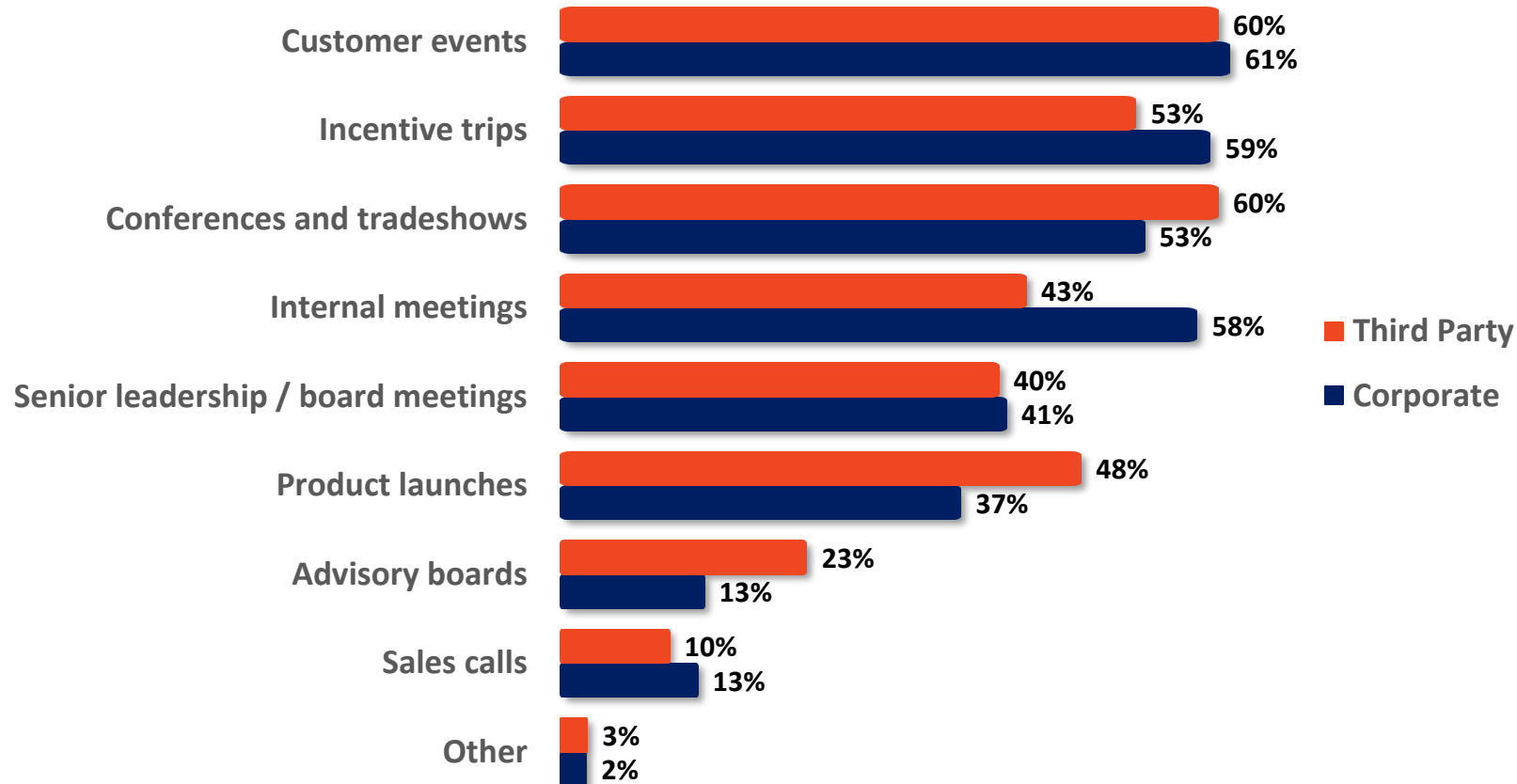
Channel programs are 12% more likely to supply gifts at customer events (72% to 60%) and 4% more likely at incentive trips (63% to 59%)

Channel programs also have a 4% higher likelihood to supply gifts at conferences and tradeshows (58% to 54%) and internal meetings (54% to 54%)

▶ Event Gifting Occasions

Corporate entities and third-party providers vary in events that include attendee gifts

North American Event Types with Attendee Gifts



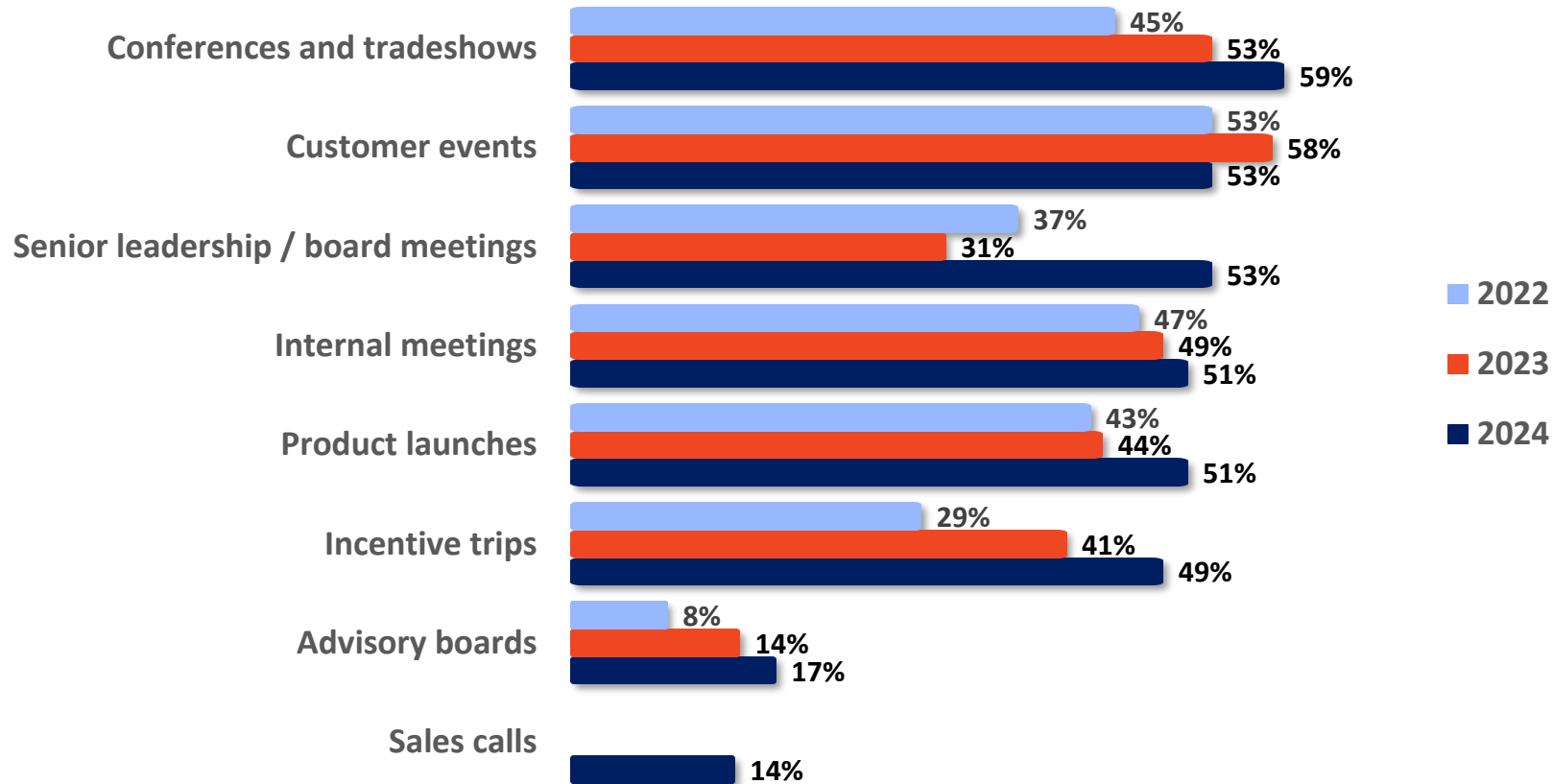
Corporate programs are 15% more likely to supply gifts at internal meetings and 6% more likely for incentive trips

Third-party providers are 7% more likely to supply gifts at conferences and tradeshows, 11% more likely at product launches, and 10% more likely at advisory boards.

▶ Event Gifting Occasions

Attendee gifts are increasing in popularity in Europe

European Event Types with Attendee Gifts



Customer events (53%) and conferences and tradeshows (59%) are still the most common types for gifting, with slight frequency adjustments from last year

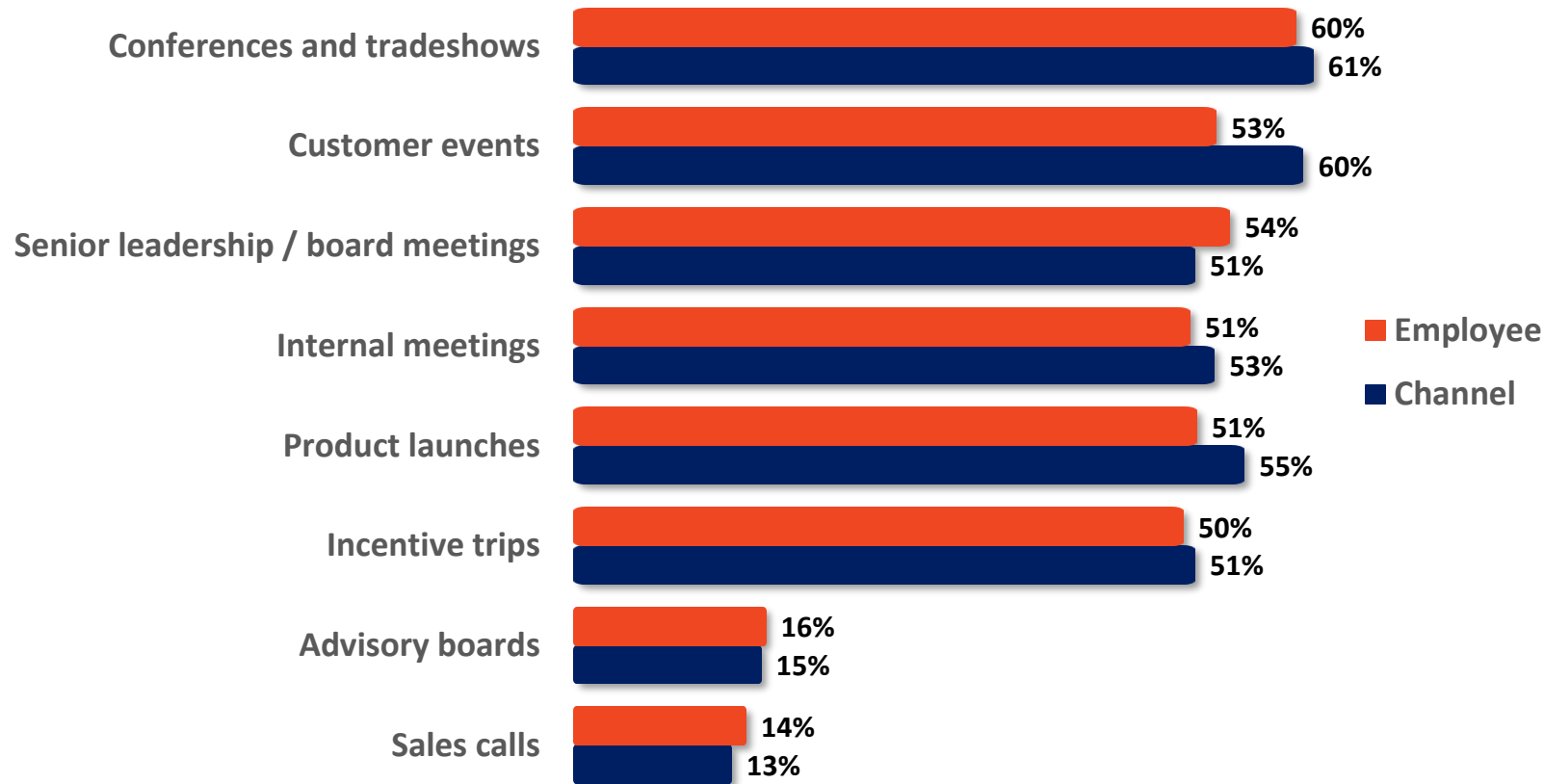
Senior leadership/board meetings display a significant 22% increase from 2023, highlighting a growing trend toward gifting at high-level corporate events

Incentive trips also grew by 8% from 2023, supporting the trend of increasing popularity across various event types

▶ Event Gifting Occasions

Channel and employee programs in Europe have mostly similar approaches to attendee gifting

European Event Types with Attendee Gifts



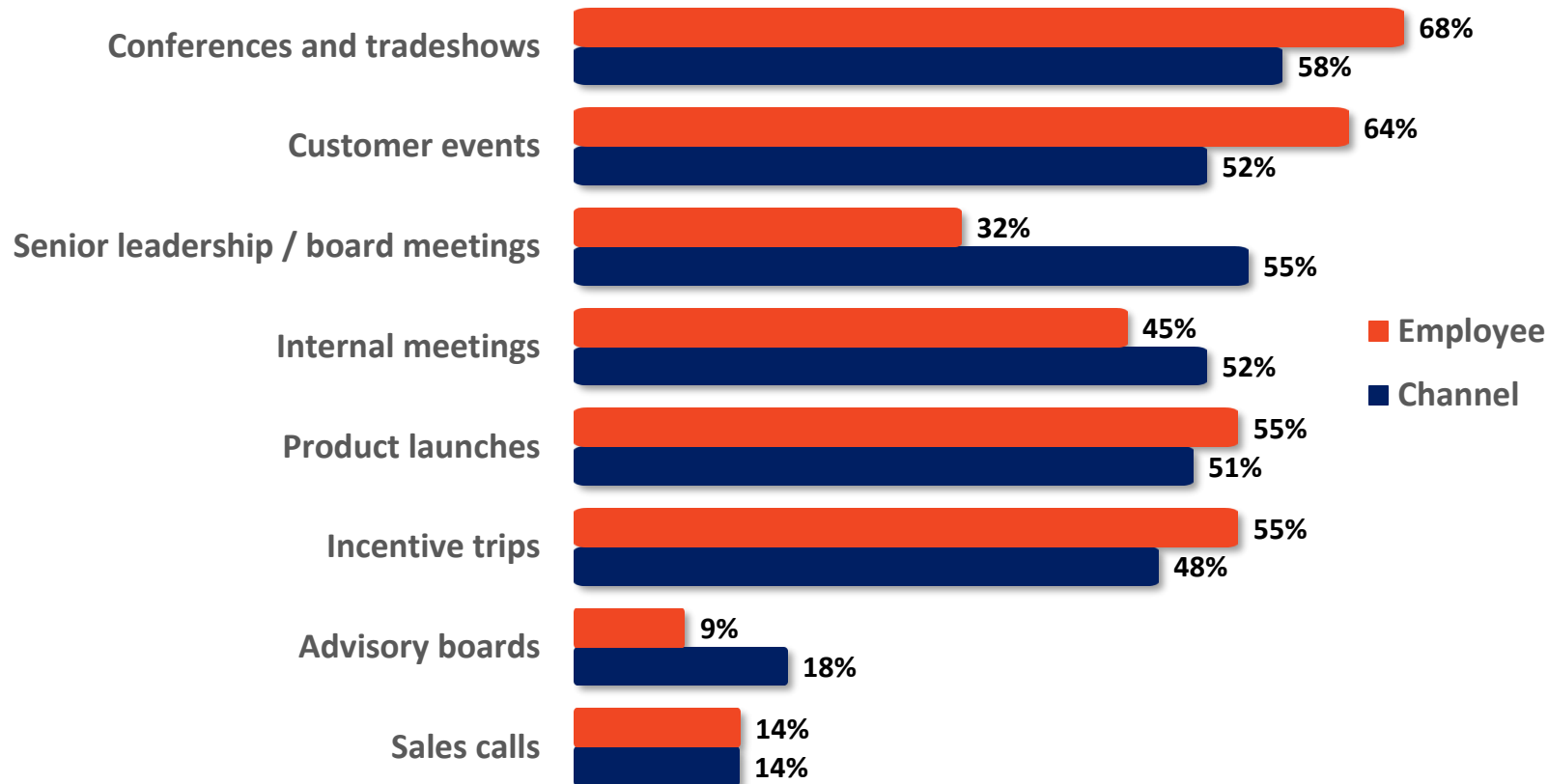
Channel programs are notably more likely to supply gifts at customer events (60%) compared to employee programs (53%)

For all other event types, channel and employee programs are within 4% of each other, reflecting a similar approach in implementing attendee gifts

▶ Event Gifting Occasions

Channel and employee programs in Europe exhibit some similar and some divergent approaches to event gifting

European Event Types with Attendee Gifts



Employee programs are more likely to supply gifts for customer events (64%) compared to channel programs (52%), a 12% difference

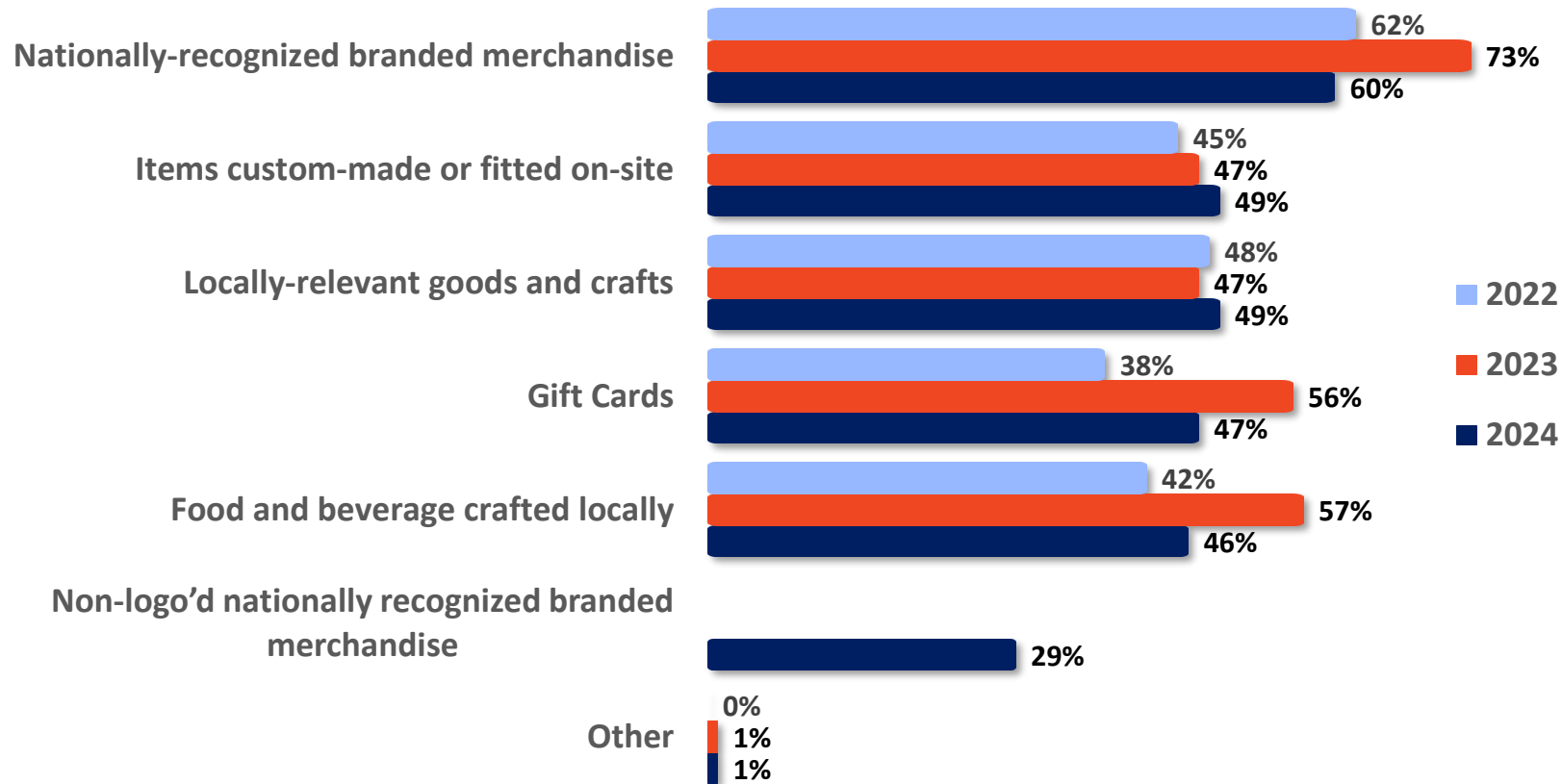
Channel programs are more likely to supply gifts for senior leadership/board meetings (55%) compared to employee programs (32%), a significant 23% difference

Advisory boards also show a divergence, with channel programs at 18% and employee programs at just 9%. For other event types, such as incentive trips, product launches, and conferences, both program types are fairly aligned, with differences generally within 7%.

▶ Event Gifting Options

North America is shifting toward fewer, more consistent event gifting options, with a decline in variety.

North American Gifting Options for Meetings/Events



Nationally-recognized branded merchandise saw a significant decrease of 13%, indicating a shift away from this high-visibility option

Food and beverage crafted locally dropped 11%, suggesting a reduced focus on locally curated experiences

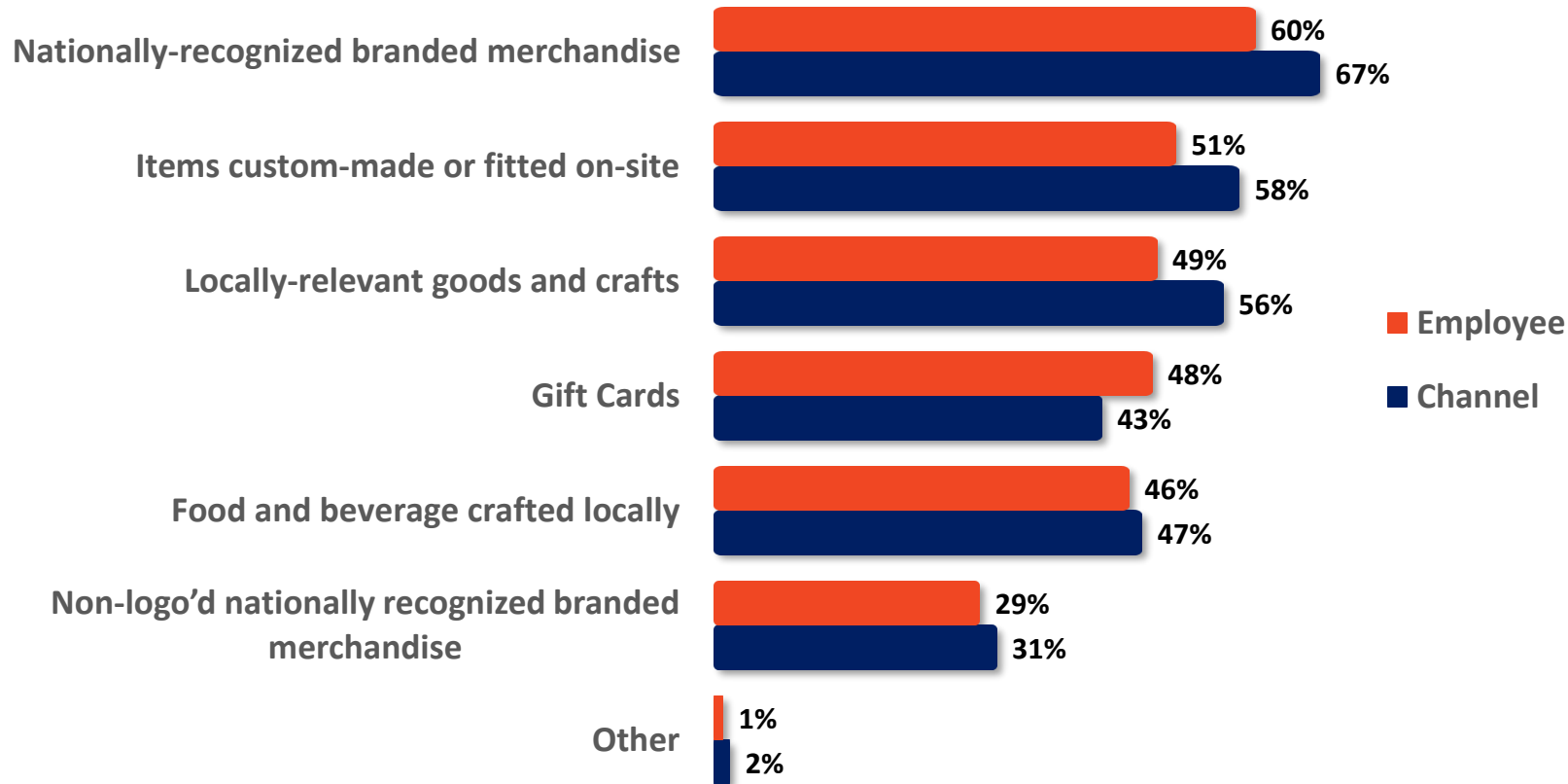
Gift cards also declined by 9%, reflecting a decrease in the use of versatile, cash-equivalent gifts

All other categories showed minimal shifts, indicating that the overall trend is toward fewer gifting options

▶ Event Gifting Options

Channel programs in North America favor a broader range of gifting options compared to employee programs

North American Gifting Options for Meetings/Events



Channel programs show higher use across nearly every category, particularly in nationally-recognized branded merchandise (67% to 60%) and items custom-made or fitted on-site (58% to 51%)

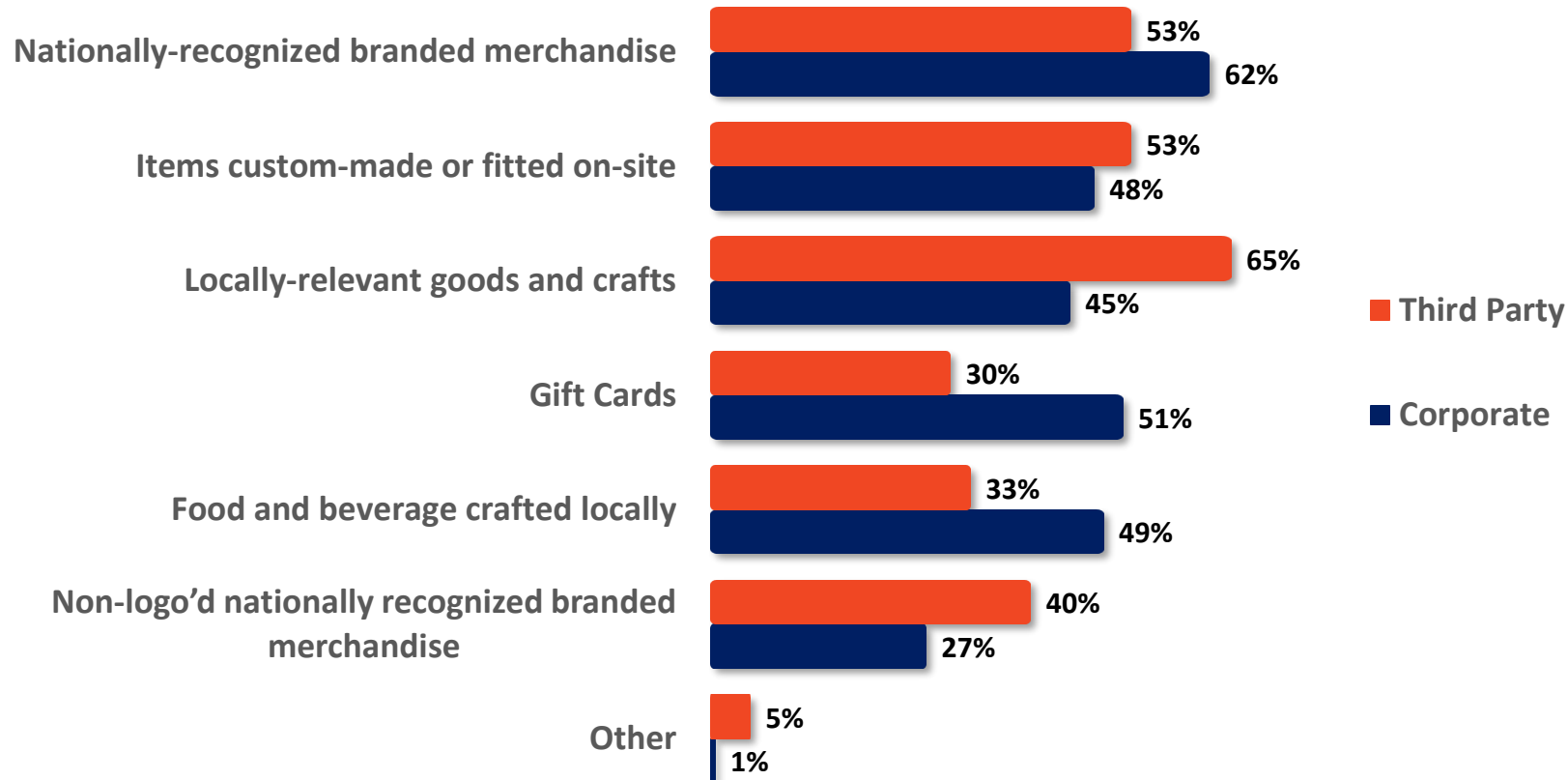
Employee programs prioritize fewer options, with notably higher use of gift cards (48% to 43%) and a slight edge in food and beverage crafted locally (46% to 47%)

Locally-relevant goods and crafts also show a higher preference for channel programs (56% to 49%), while employee programs tend to favor more practical options like gift cards

▶ Event Gifting Options

Corporate and third-party programs in North America have distinct preferences in gifting options

North American Gifting Options for Meetings/Events



Third-party programs strongly favor locally-relevant goods and crafts (65% to 45%) and non-logo'd nationally recognized branded merchandise (40% to 27%)

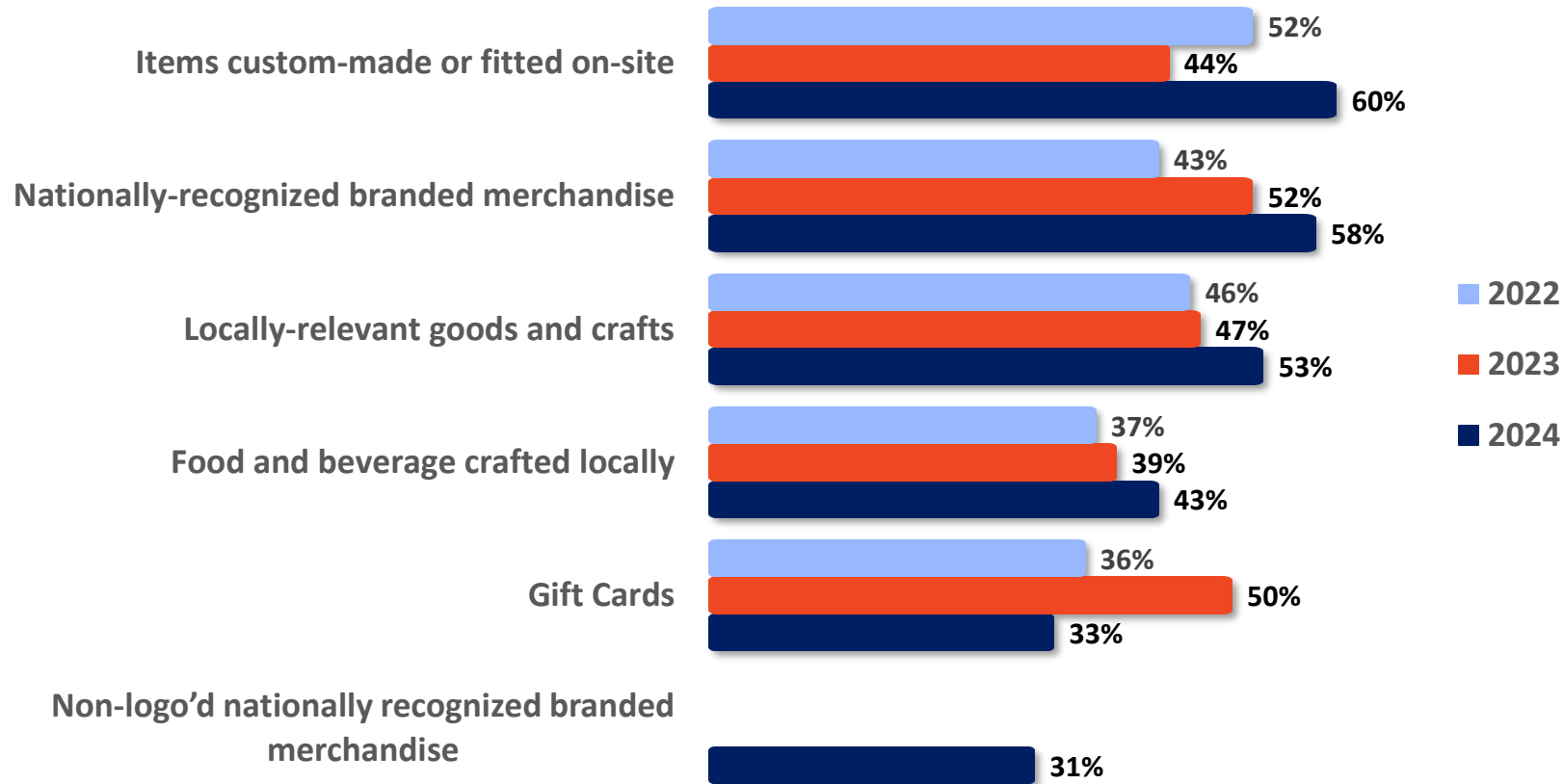
Corporate programs lean more towards nationally-recognized branded merchandise (62% to 53%) and gift cards (51% to 30%)

Food and beverage crafted locally is more popular with corporate programs (49% to 33%), while third-party programs favor locally-relevant goods and customized items.

► Event Gifting Options

Event gifting in Europe shifts towards more personalized and meaningful gifts

European Gifting Options for Meetings/Events



Gift cards display a notable decrease in preference (-17% from 2023), reflecting a shift away from more generic gifting options

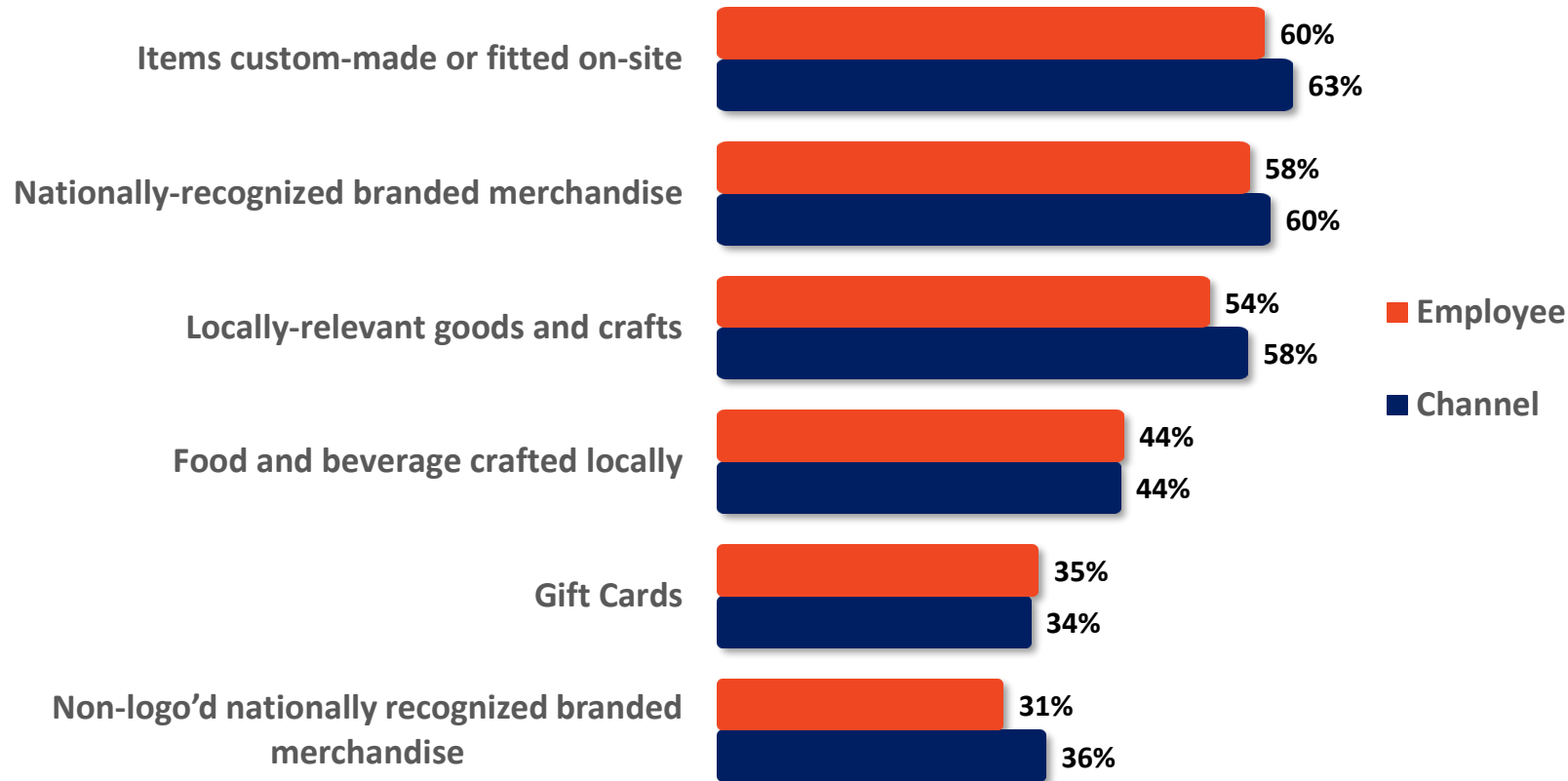
Items custom-made or fitted on-site and nationally-recognized branded merchandise both exhibit increases, indicating a preference for gifts that feel more tailored and impactful

Locally-relevant goods and crafts and food and beverage crafted locally continue to be important, reinforcing a trend towards more personalized and meaningful gifts

▶ Event Gifting Options

European employee and channel programs pursue very similar event gifting options

European Gifting Options for Meetings/Events



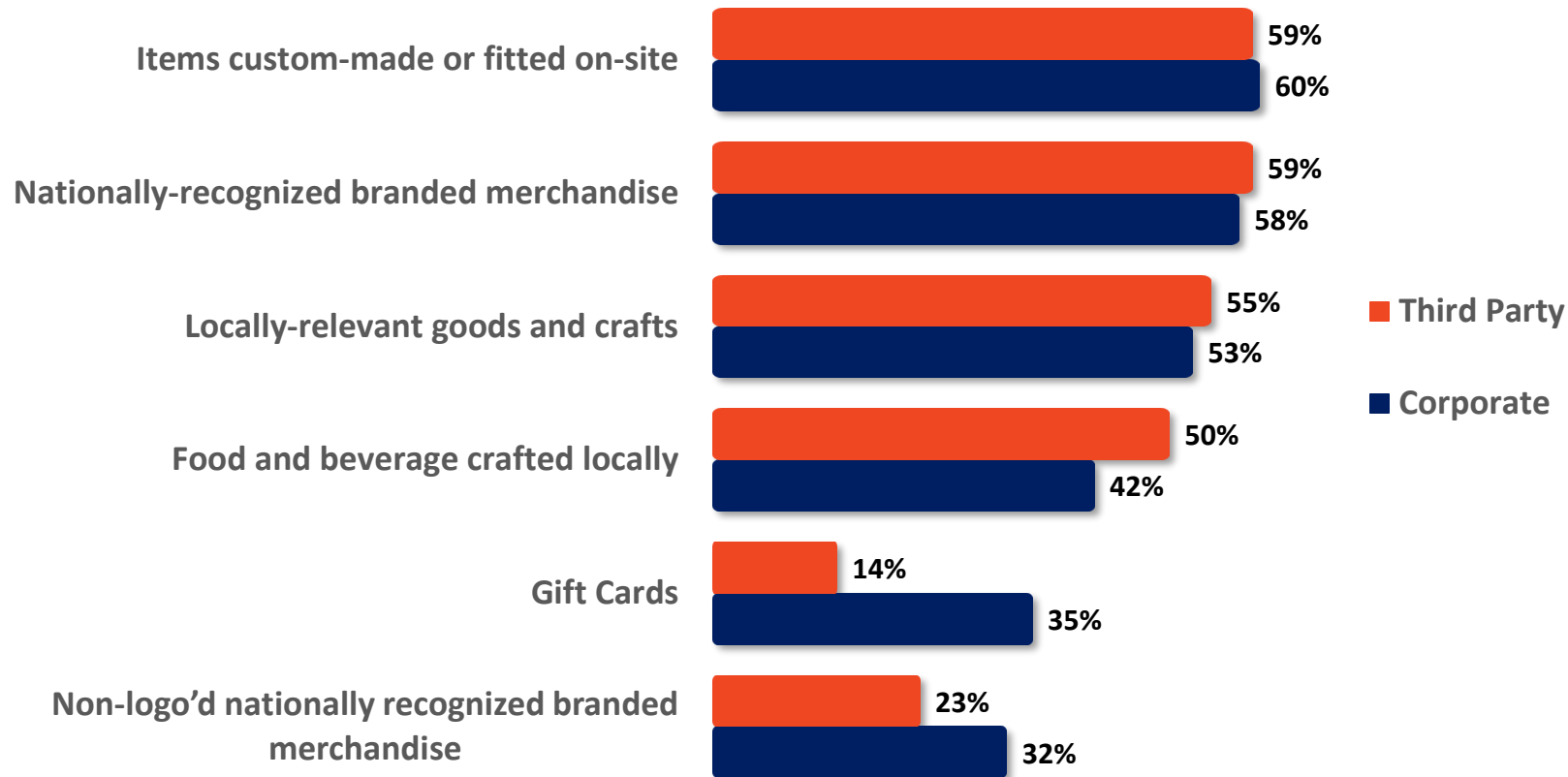
Non-logo'd nationally recognized branded merchandise displays the greatest variance, with 36% of channel programs offering these gift types, compared to 31% of employee programs

All other gifting options show minimal differences, with variations of less than 5% between channel and employee programs, indicating strong alignment in preferences

▶ Event Gifting Options

European corporations utilize a wider variety of gift types

European Gifting Options for Meetings/Events



Corporate programs are more likely to use non-logo'd nationally recognized branded merchandise (32%) and gift cards (35%) compared to third-party programs (23% and 14%, respectively)

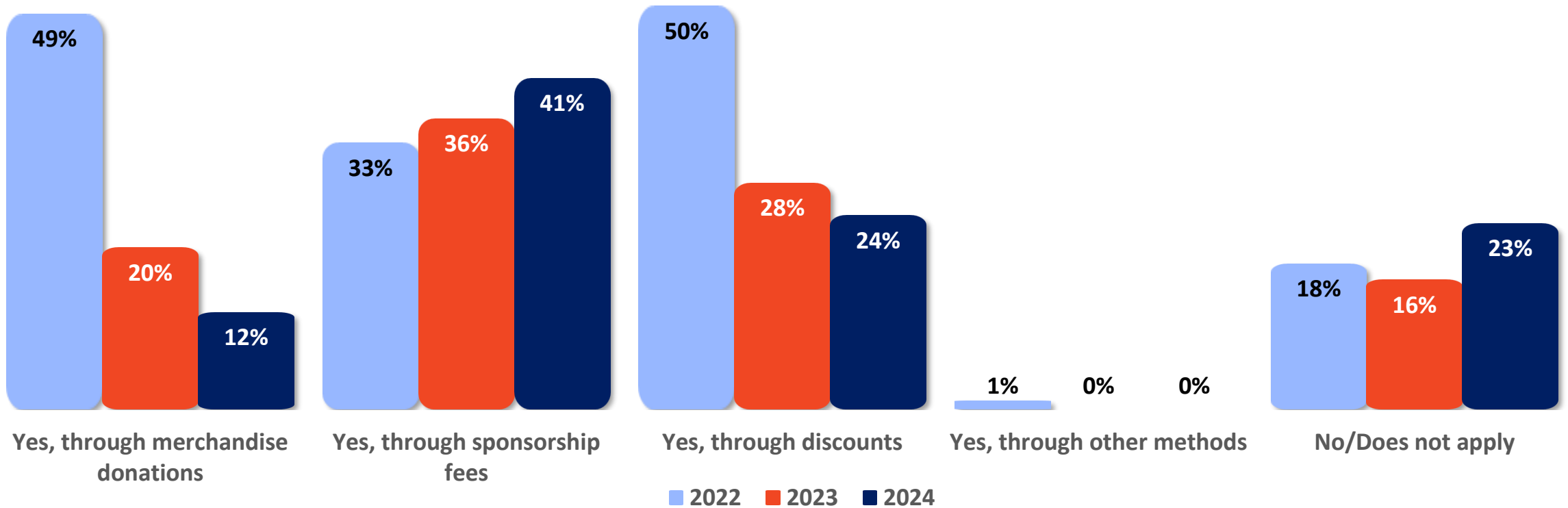
Third-party programs favor food and beverage crafted locally more frequently (50%) than corporate programs (42%)

For all other gift types, usage rates are nearly identical across both groups

▶ Event Gifting And Sponsorships

In North America, sponsorships (when used) are continue to shift away from merchandise donations and discounts, and toward sponsorship fees

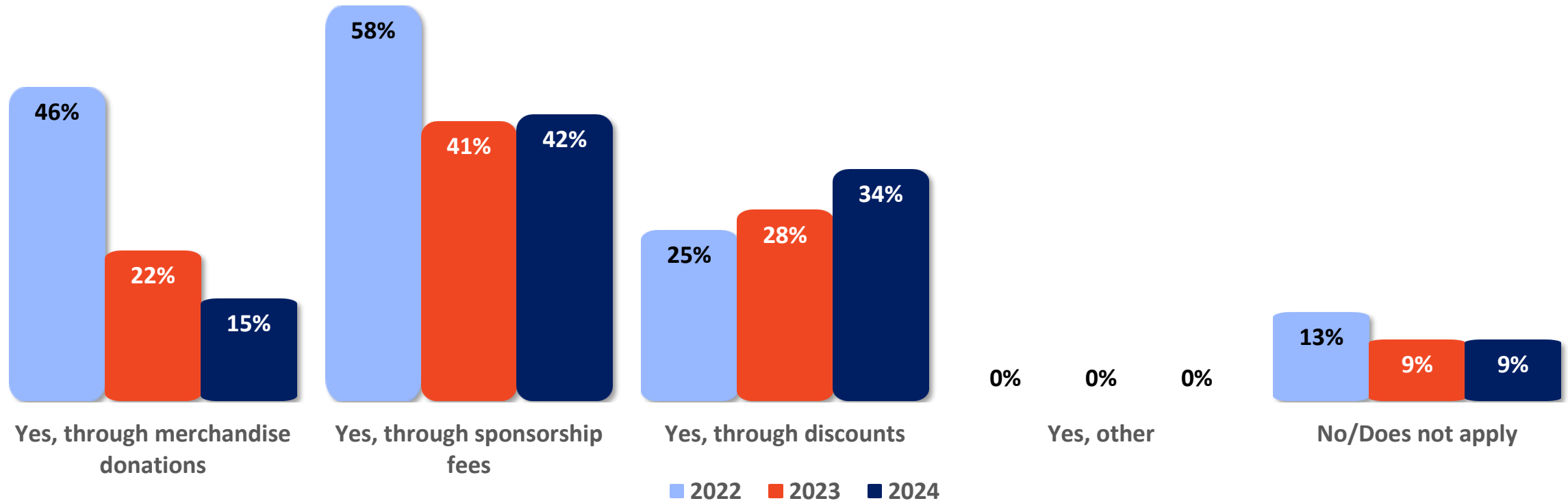
North American Sponsor Contribution to Event Gifts



▶ Event Gifting And Sponsorships

In Europe, sponsorships are driven by fees and discounts, with a notable decline in reliance on merchandise donations

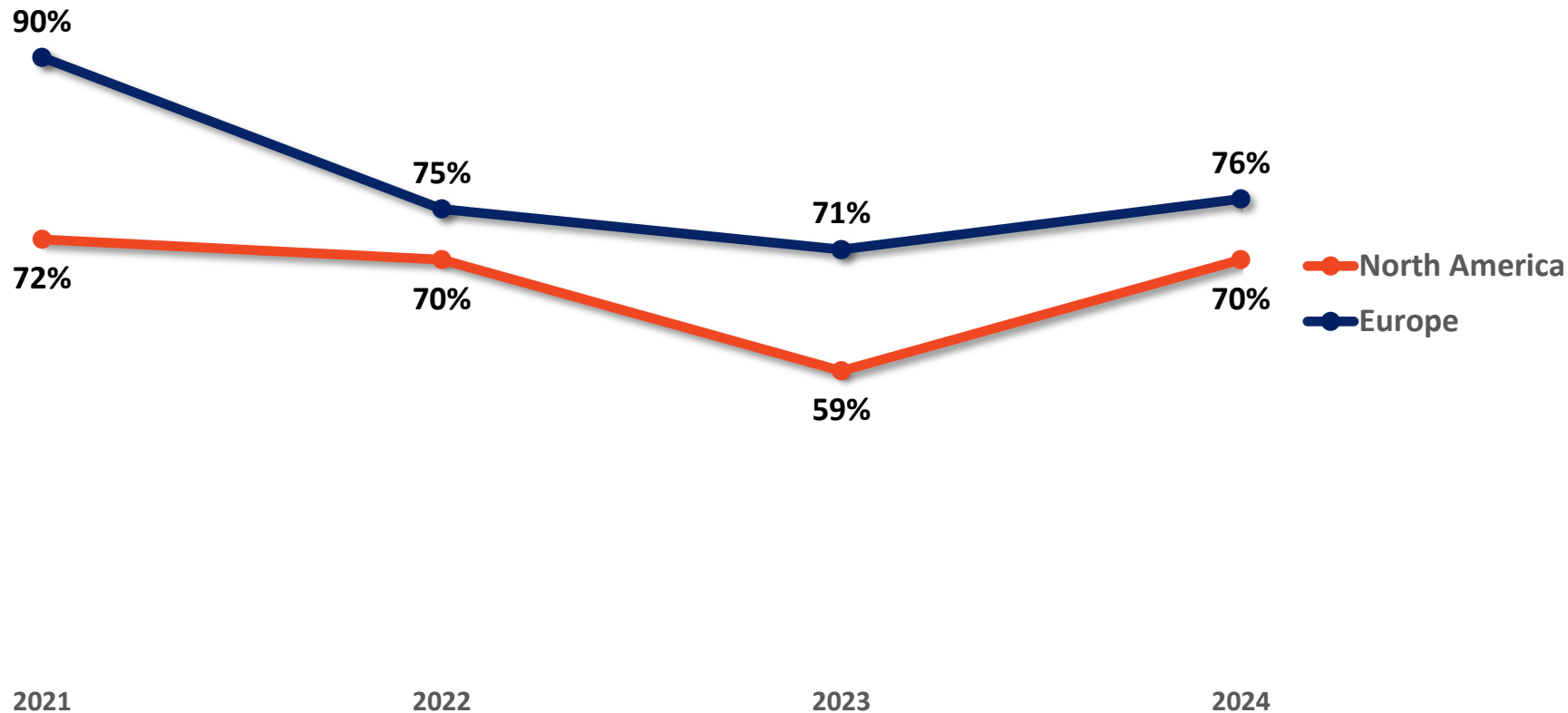
European Sponsor Contribution to Event Gifts



► Interaction with Brand Representatives

Inviting brand or gift representatives to events is trending upward once again

Frequency of Brand or Gift Reps Invited to Events



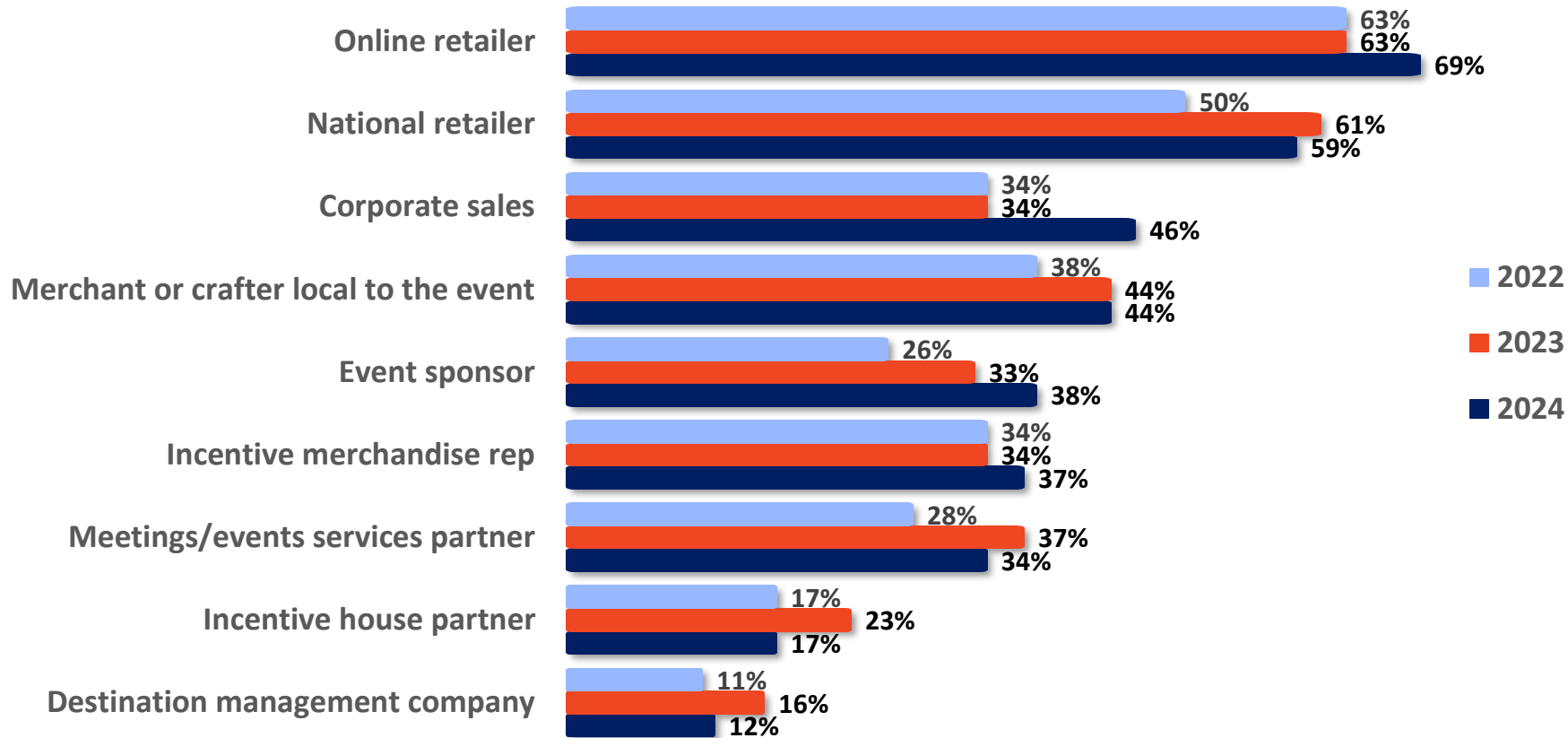
After a strong drop in 2023, North American programs have returned to inviting representatives to events 70% of the time

Europe has historically shown a stronger commitment to engaging attendees with brand representatives than North America, though this has declined since 2021

▶ Event Gift Sources

Sourcing event gifts in North America displays minor shifts

North American Sources for Purchasing Event Gifts



Sourcing event gifts from corporate sales have jumped from 34% in 2023 to 46% in 2024

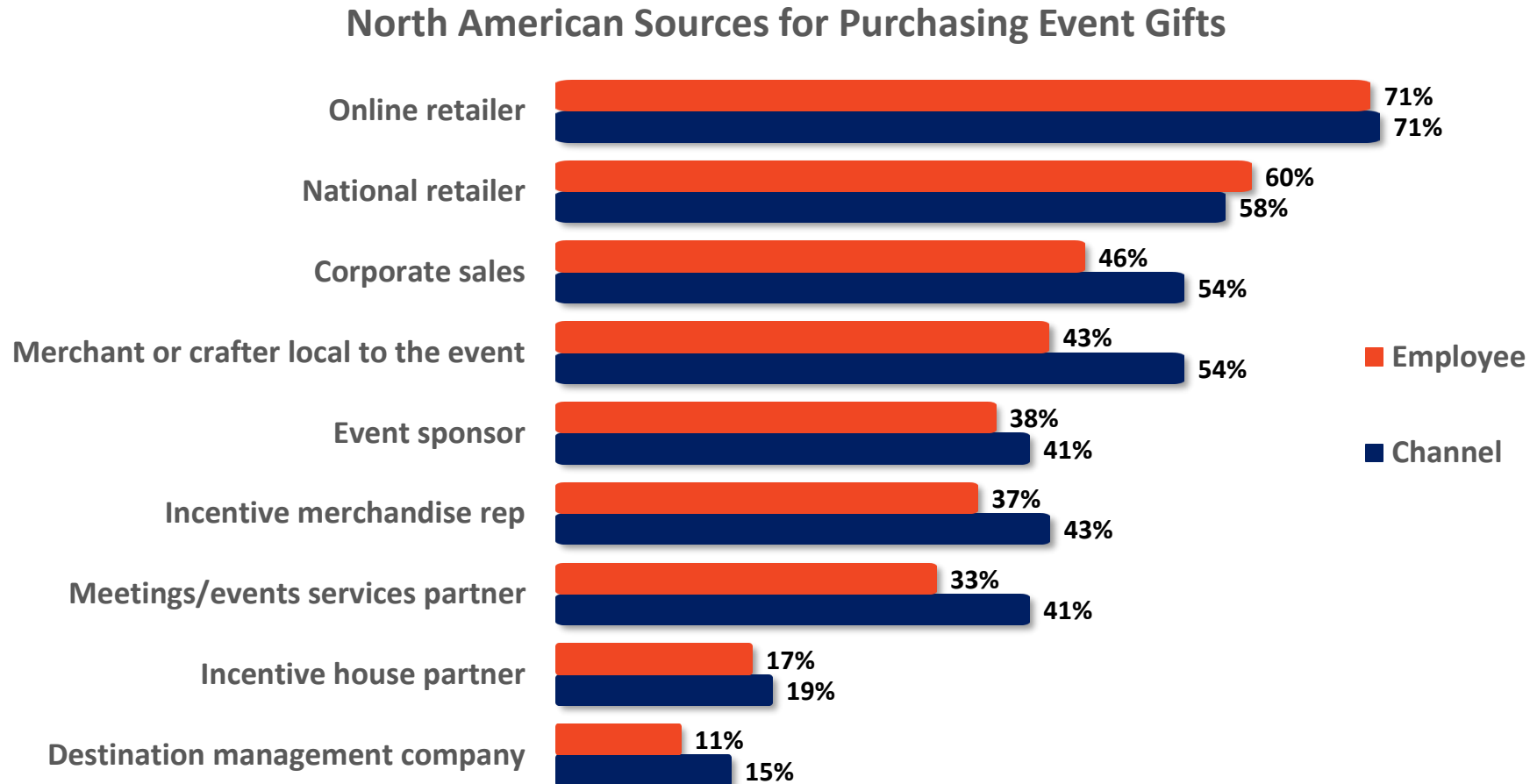
Online retailers display a 6% rise, reflecting a shift toward digital purchasing

Incentive house partners decreased by 6%, indicating less reliance on these partnerships

Other sources, exhibit only minor fluctuations in usage year-over-year

▶ Event Gift Sources

North American channel programs tend to use a broader range of sources for event gifting than employee programs



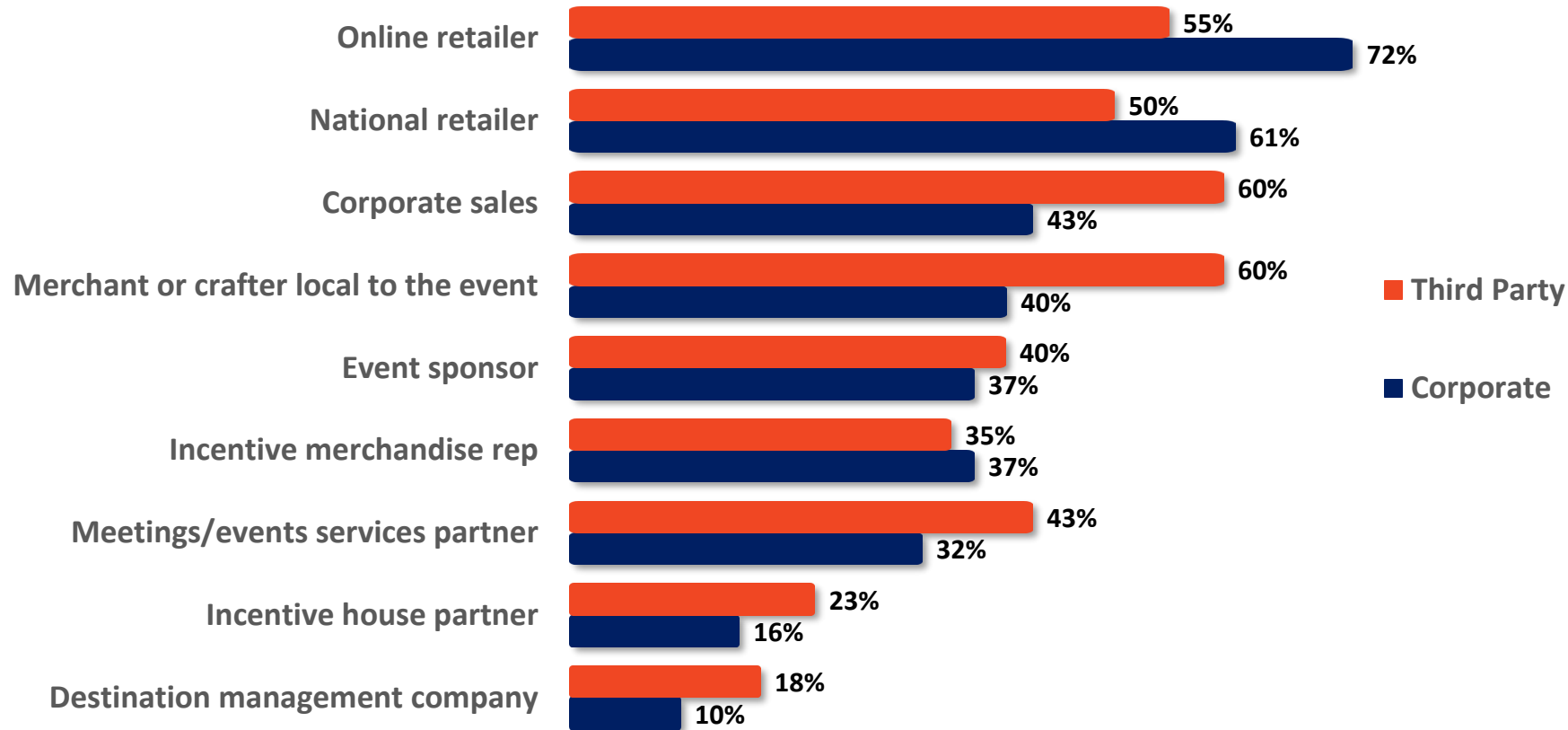
Channel programs use a wider variety of sources with increase usage in corporate sales (+8%), local merchants or crafters (+11%), incentive merchandise rep (+6%), and meetings/event service partners (+8%)

Other variations are insignificant

▶ Event Gift Sources

North American corporate entities and third-party providers diverge in their sourcing of event gives

North American Sources for Purchasing Event Gifts



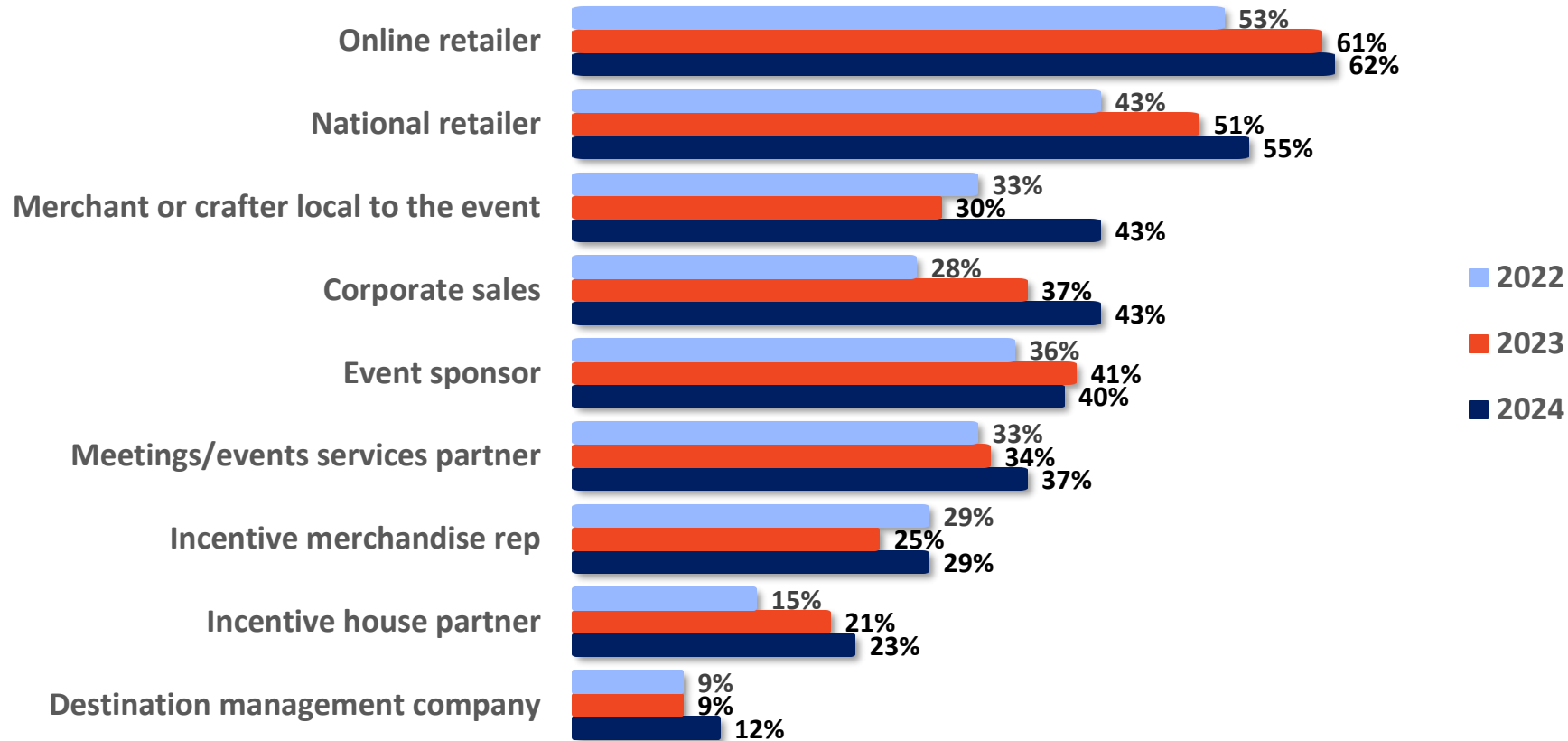
Corporate programs show a stronger preference for online retailers (+17%), national retailers (+11%), destination management companies (+8%), and incentive merchandise reps (+8%) compared to third-parties

Third-party programs tend to favor local merchants and crafters (+20%), corporate sales (+17%), and meetings/events services partners (+11%) more than corporations

▶ Event Gift Sources

Event gift source in Europe trends toward more diverse and varied purchasing sources

European Sources for Purchasing Event Gifts



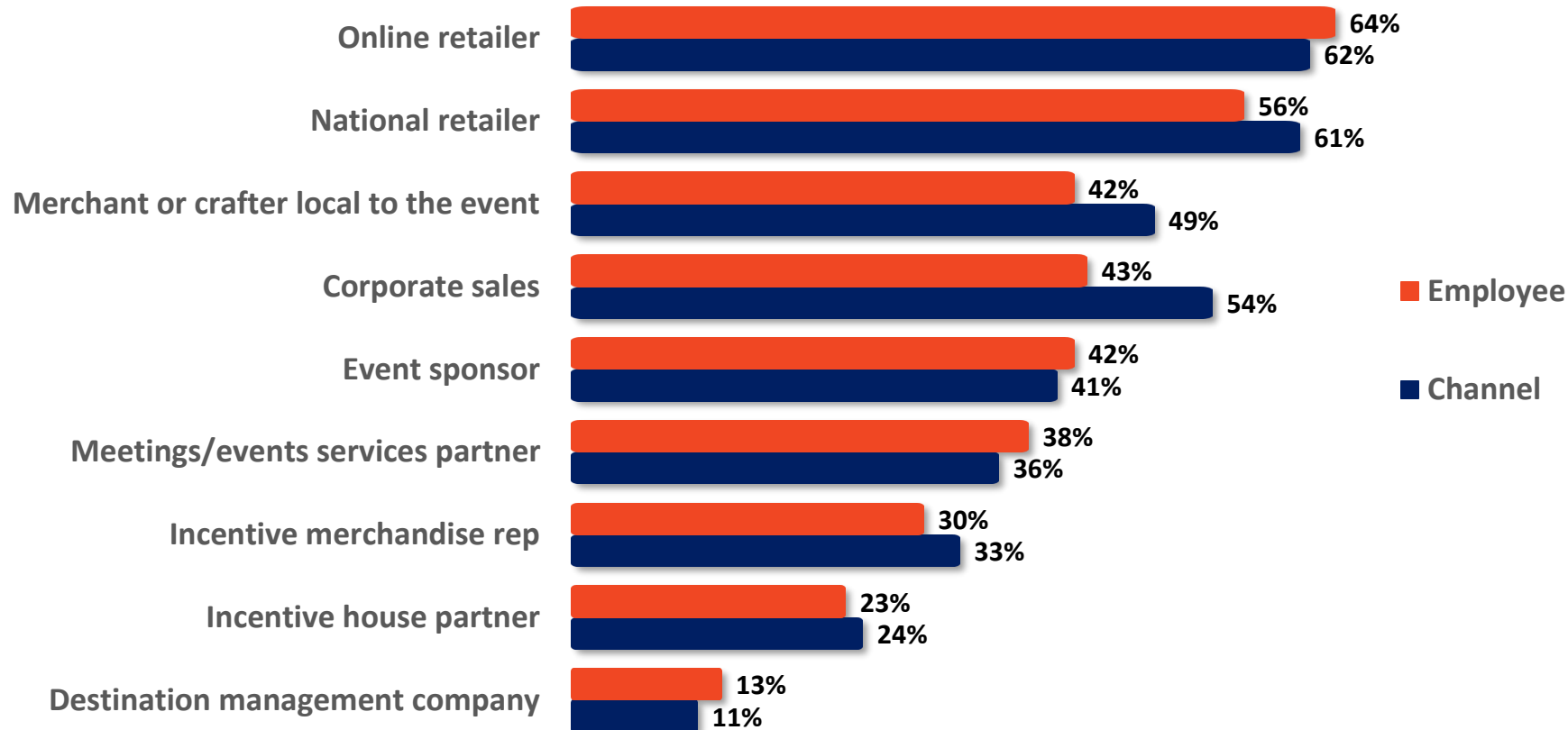
Merchants or crafters local to the event exhibit a notable increase (+13%) in usage for event gifting, reflecting a growing trend towards supporting local suppliers

Incentive house partners, incentive merchandise reps, meetings/event services partners, and corporate sales also exhibit significant usage increases

▶ Event Gift Sources

European channel programs are slightly more diverse than employee programs in sourcing event gifts

European Sources for Purchasing Event Gifts



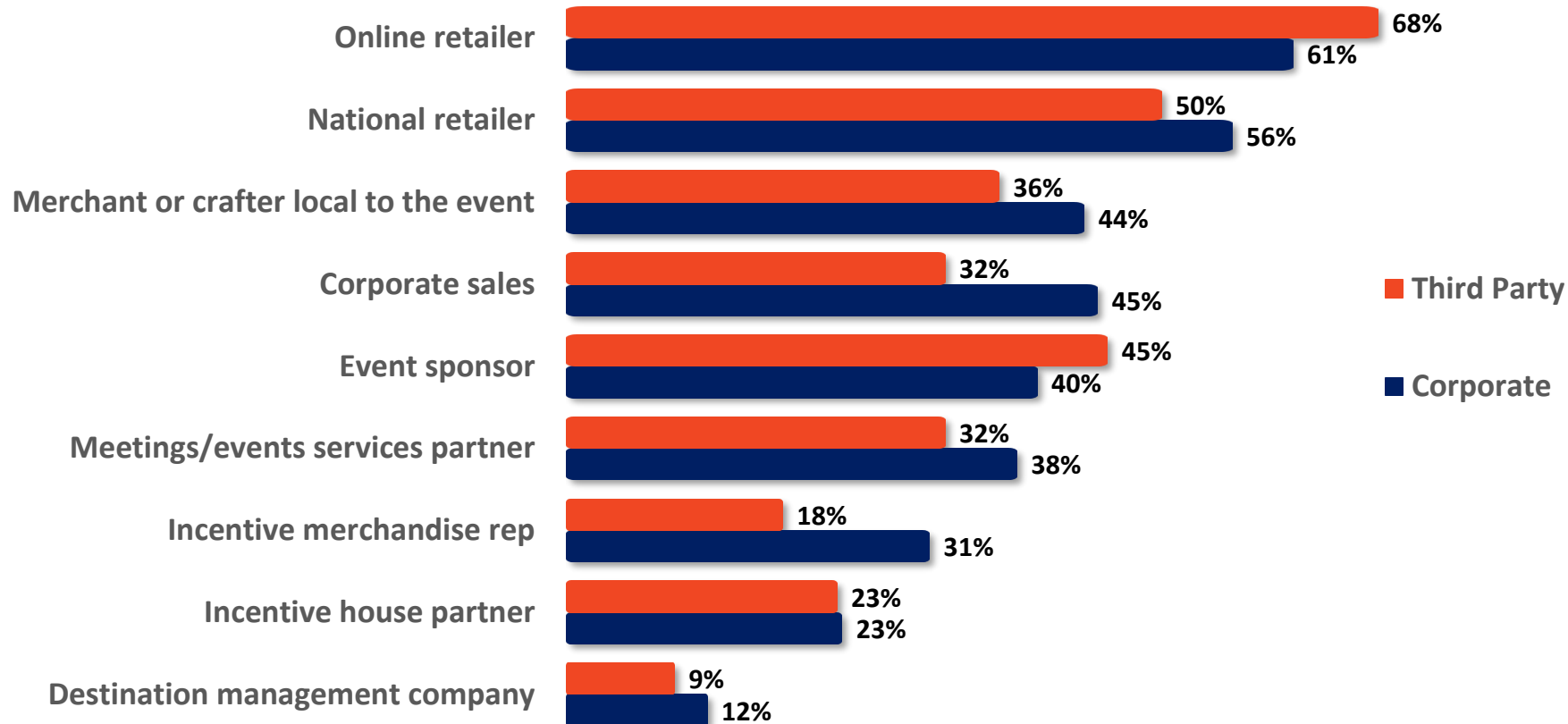
Channel programs favor local merchants (+7%), corporate sales (+11%), and national retailers (+5%) over employee programs

All other suppliers vary insignificantly

▶ Event Gift Sources

Corporate programs in Europe show a stronger preference for a variety of sourcing options

European Sources for Purchasing Event Gifts



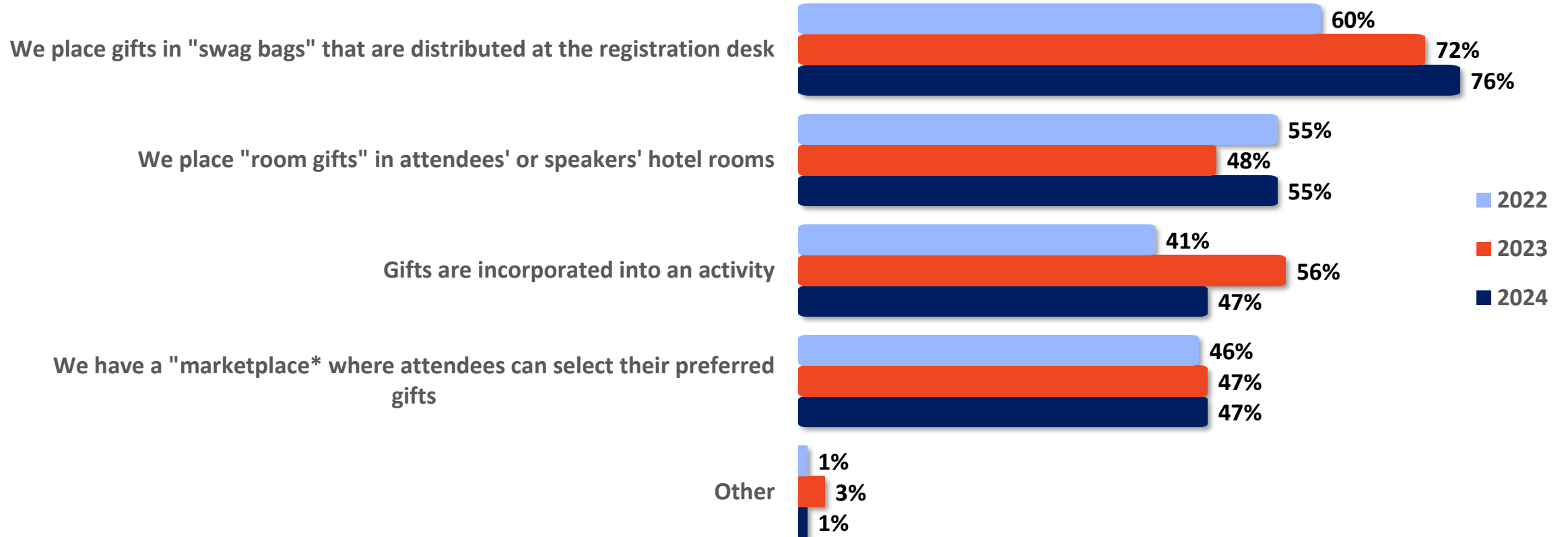
Corporate programs show a stronger preference for incentive merchandise reps (+13%), corporate sales (+13%), merchants or crafters local to the event (+8%), national retailers (+6%), and meeting/event service partners (+6%) compared to third-party programs

Third-party programs prefer online retailers (+7%) and event sponsors (+5%), more than corporate programs

▶ Event Gift Distribution

In North America, there is a growing trend towards distributing gifts through swag bags

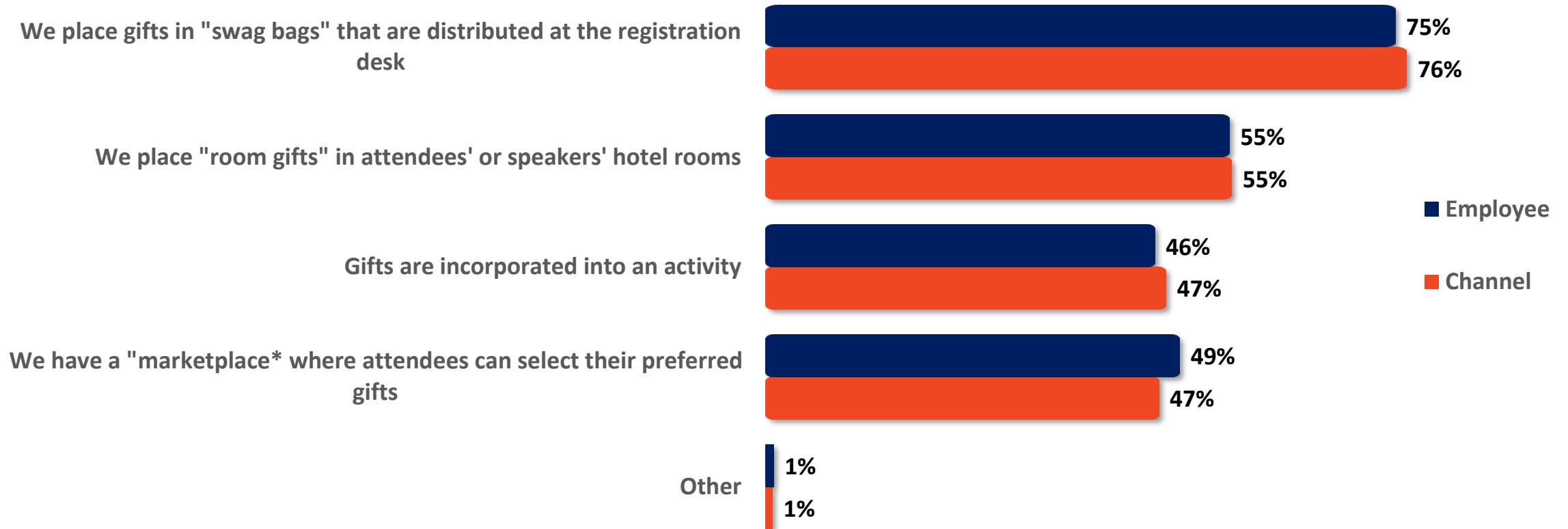
North American Event Gift Distribution Methods



▶ Event Gift Distribution

Channel and employee programs in North America exhibit nearly identical preferences in gift distribution methods

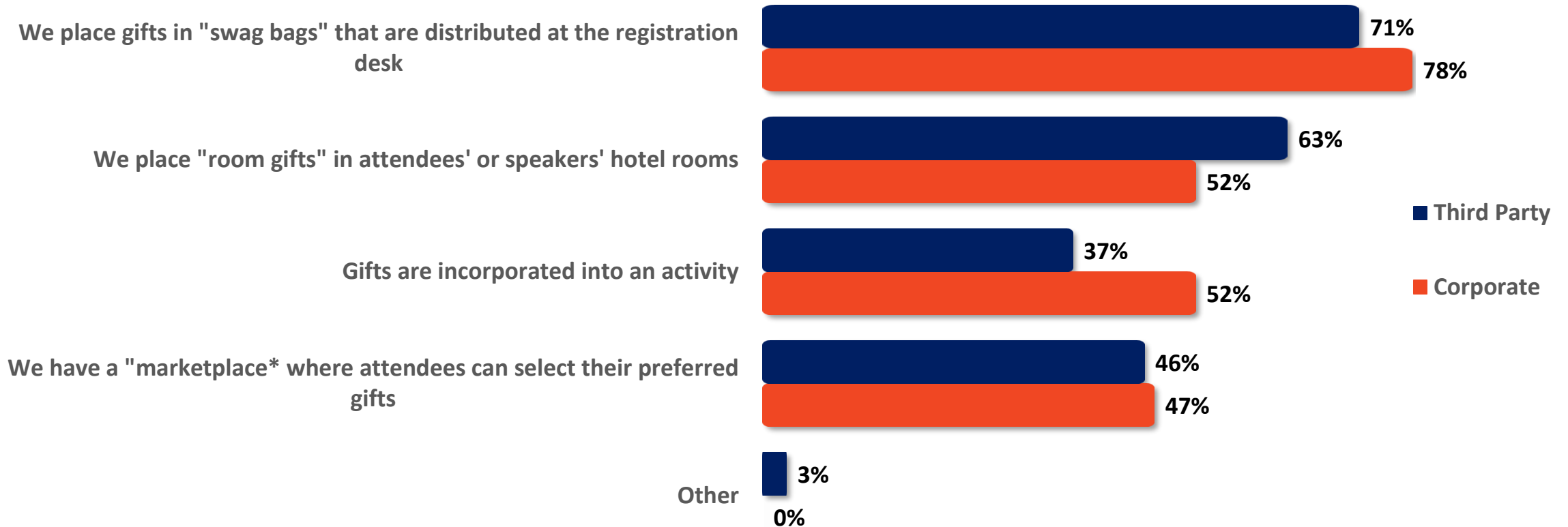
North American Event Gift Distribution Methods



▶ Event Gift Distribution

In North America, corporate entities are more likely to use activities and swag bags for event gift distribution, while third-party providers prefer placing gifts in hotel rooms

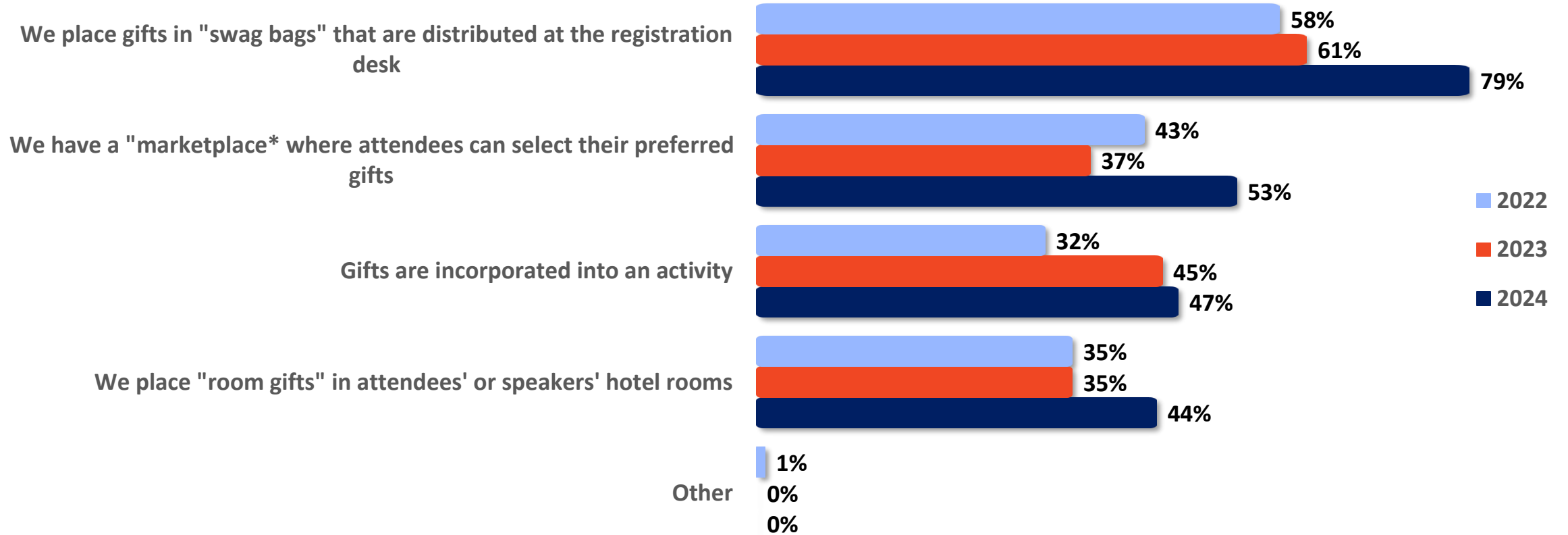
North American Event Gift Distribution Methods



▶ Event Gift Distribution

Event gift distribution methods in Europe are shifting towards swag bags and marketplaces

European Event Gift Distribution Methods



▶ Event Gift Distribution

In Europe, distribution methods remain consistent across channel and employee programs

European Event Gift Distribution Methods



▶ Event Gift Distribution

Corporate entities in Europe are slightly more likely to distribute gifts through room gifts and gift marketplaces, while third-party providers prefer incorporating gifts into activities

European Event Gift Distribution Methods

