

## Pharmaceuticals & Healthcare Industry Highlights

The 2025 Incentive Travel Index forecasts modest growth through 2027, tempered by mounting concerns around rising costs, global instability, and shrinking optimism.

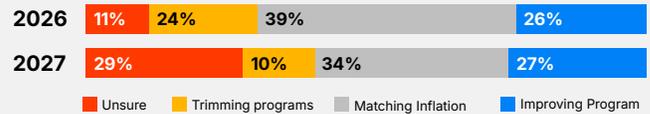
### Expectations: Participants

Number of people in incentive programs relative to 2025

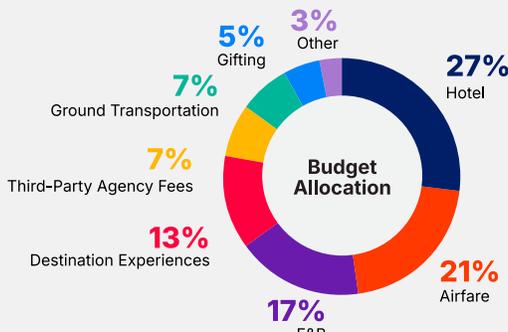


### Expectations: Per-Person Spending

Level of spending per person for incentive travel programs relative to 2025



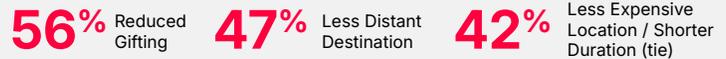
### Budget Allocation



### Improving Programs



### Cutting Back



### Most Important Program Activities



### Destination Must Haves



### Destination Disqualifiers



### Increases in Destination Use

Increase in use of destination in 2026 relative to 2025

