

HERE'S OUR

STORY

WHAT'S YOURS?

IMPACT
REPORT
2022

Society for
Incentive
Travel
Excellence

site Foundation

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INTRODUCTION

NEED A REASON TO READ SITE FOUNDATION'S INAUGURAL IMPACT REPORT? WE HAVE MILLIONS OF THEM.

Since 1987, SITE Foundation has invested \$10 million USD in the business events industry, making professional development, educational, and career-changing impacts for incentive travel professionals.

This report presents a small selection of stories to demonstrate the powerful, enduring impact of SITE Foundation on lives and livelihoods in our industry.



\$10 million

Amount invested by SITE Foundation in the incentive travel industry since 1987



THE IMPACT OF SITE FOUNDATION



I get emotional when I think of all that SITE Foundation has done for me, having been a member of SITE for 25 years and in the industry for over 30. From supporting my membership, to introducing a new passion for sustainability, to keeping me engaged and educated through the darkest times in my life, SITE Foundation has been a shining light that has brought me comfort, connection with a community of like-minded professionals, and a sense of belonging. We are stronger, together.

**Liz Akey, Moira Hearn Lifetime Achievement Winner
& Moira Hearn Fund Recipient**



A STORIED HISTORY OF SITE FOUNDATION

SITE Foundation was formed in 1987 to fund research into how corporations could use travel and motivational techniques to achieve their goals. The Foundation's first president was Robert J. Guerriero, CITE.

SITE Classic, SITE Foundation's signature annual fundraiser, owes its origins to the SITE Foundation Golf Tournament organized by Chris Perks (the 1990 SITE Foundation President) that was first held at the Doral Golf Resort and Spa in Miami in 1994.

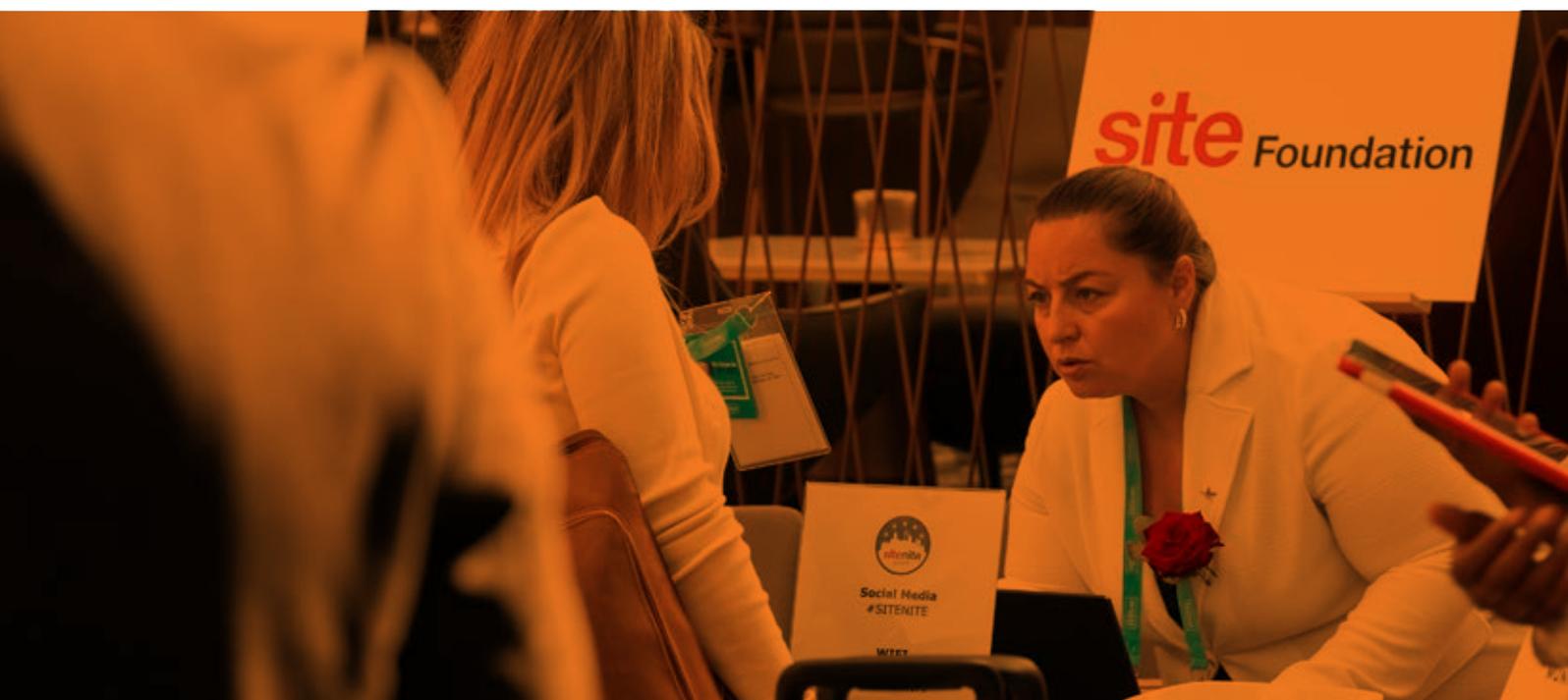
To date, SITE Foundation has raised over \$10 million USD in support of the incentive industry and the travel professionals who make it run.

Our Mission

Raising funds to drive the business case for incentive travel & motivational experiences and to support professional development within the incentive travel industry

Our Vision

Investing in the transformational power & sustainable growth of incentive travel & motivational experiences



2022 SITE FOUNDATION TRUSTEES

SITE Foundation Trustees must be approved by SITE. Trustees serve an initial volunteer term of two years, that can be renewed.

EXECUTIVE



President
Kevin J. Regan,
MBA, CIS
Associate Vice
President, Global
Charters &
Incentives



President-Elect
Hamish Reid
MICE Consultant,
Hills Balfour



**Immediate Past
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Terry Manion,
CIS, CITP
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Consulting



**Vice President –
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CITP
Vice President,
Sales North
America,
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Excellence



**Vice President –
Research &
Content**
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CITP, CMP, SMMC
CEO,
The Realm Group

TRUSTEES



Kim Napolitano
Executive Director,
Intermediary and
Specialty Group
Markets, & Industry
Relations, Hilton



Meenaz Diamond
Senior Vice
President,
Global Sales,
North America,
Accor Hotels



Anne DiGregory,
CITP
Vice President,
Global Sales,
Auberge Resorts
Collection



Meg Pisani, CIS,
CITP
Senior Director,
Supplier Relations,
Maritz Global
Events



**Anne Marie
Rogers**
Director of
Meetings &
Incentives, Direct
Travel



**Jonathan E.
Richards**
Manager,
Corporate Gifts,
Maui Jim
Sunglasses
& Zeal Optics



Amy Riley, CEM
Director of Group
Sales,
Dreamscape
Companies



Dana Weaver, CIS,
CITP
Senior Manager,
Marketing Services,
GROWMARK



Rebecca Wright
Interim Executive
Director, SITE

TELLING OUR STORY THROUGH THEIR STORIES

KEVIN REGAN, PRESIDENT SITE FOUNDATION



Welcome to SITE Foundation's inaugural impact report. In producing this report, we have two narratives to share with our readers.

First, we hope this report will help SITE members, incentive travel professionals and the business events industry at large understand the difference between SITE and SITE Foundation.

Second, and arguably more riveting, are the stories that highlight the impact of SITE Foundation since its formation in 1987 — not only for our members, but for the incentive travel industry, too.

SITE and SITE Foundation: Two Distinct Characters

SITE

SITE is a professional association with a global membership.

SITE Foundation

SITE Foundation is a charitable organization with US-based 501(c)(3) status. This means it can legally receive tax deductible donations, raise and disburse funds.

SITE Foundation's fundraising is guided by our mission statement: to drive the business case for incentive travel & motivational experiences and support professional development within the industry.

What tales can SITE Foundation tell about its support of incentive travel professionals and our industry?

For a concise review of SITE Foundation's impact, jump to the fiscal section of this impact report. SITE Foundation has proudly invested over \$10 million USD in the industry to date.

But that's just the hard dollars. What about the soft power, the underlying, more enduring impact on lives and livelihoods?

This is where the heart of our impact report comes. We think you'll agree that the story of SITE Foundation is told most convincingly in and through the unique stories shared here, that illustrate beyond all doubt how investing in our people yields multiple returns — for the individual concerned, and for all of those surrounding them.

And now that you know what SITE Foundation is, how about giving us your support?

#SITEunite

Kevin Regan

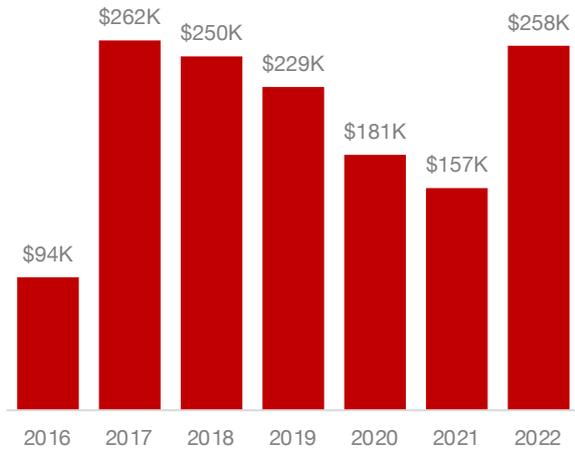
President,
SITE Foundation
AVP, Global Charters and Incentives,
Azamara

THE SUSTAINABLE GROWTH & FINANCIAL IMPACT OF SITE FOUNDATION

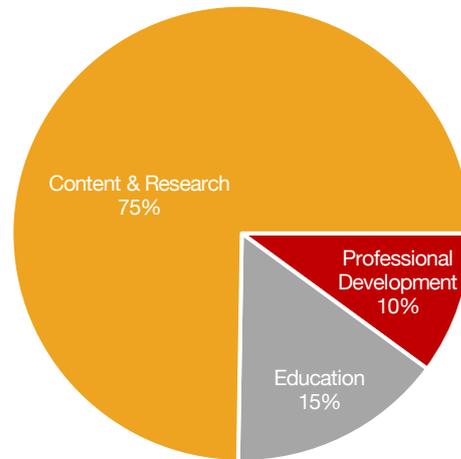
Since 1987, SITE Foundation has invested millions of dollars in the incentive travel industry.

Funds support professional development; the publication of fresh content and research; and grants, scholarships and financial assistance to the SITE community.

SITE Foundation's Investment in Business Events



Type of Projects Supported



BETWEEN 2016 AND 2022 ALONE, OVER \$1.7M USD SUPPORTED 105 PROJECTS THAT IMPACTED OVER 16,000 INDIVIDUALS



\$1,715,504

Total investment since
2016 = average of
\$245K per year



105

Total number of
projects supported = average
of 15 projects per year



16,542

Total number of
individuals supported
– average of 2,363 per year

DAVID RIDDLELL MEMORIAL SCHOLARSHIP



The David Riddell Memorial Scholarship, in memory of SITE Past President David Riddell, provides an opportunity for students to participate in SITE activities. The scholarship will fund travel and other costs up to \$3000 for students with financial need, not currently SITE presidents, and spouses of David Riddell.



PROFESSIONAL DEVELOPMENT

SITE Foundation's mission is to support professional development in the incentive travel industry.

We do this is by funding the development of educational certification programs like Certified Incentive Specialist (CIS) and Certified Incentive Travel Professional (CITP), by encouraging active volunteerism, and by providing opportunities for leadership and career advancement.



The educational resources SITE Foundation supports have opened excellent opportunities for me and for my business. Some of the sustainability resources in particular for planning, operating and evaluating events were very helpful when I was working toward my company's sustainability certification.

Olga Walker, CITP, Managing Director of GoodCause Travel & Events DMC – UK & Ireland

CONTENT & RESEARCH

Research has remained a key focus of SITE Foundation since its formation in 1987.

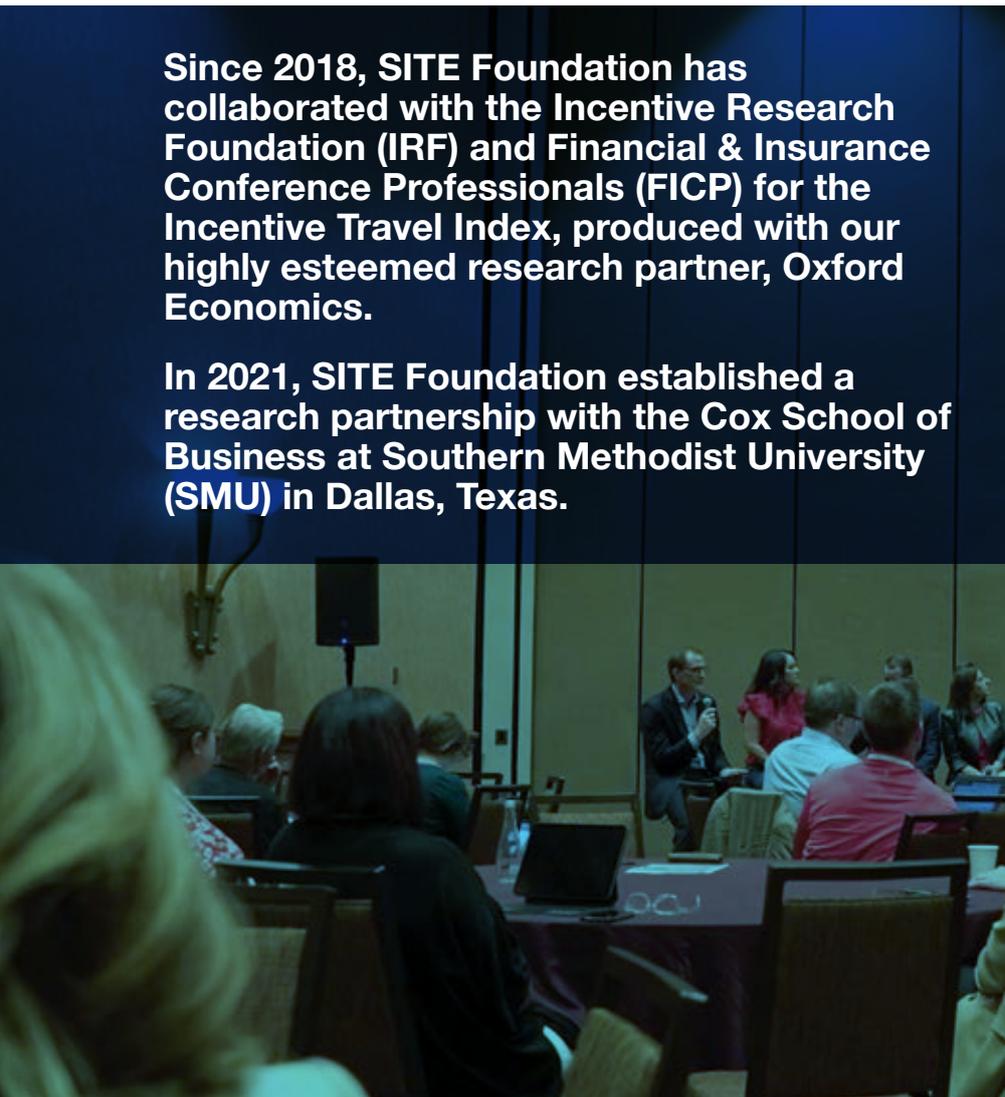
SITE Foundation's strength lies in the belief that its position as a Foundation, particularly one that's allied with reputable research and academic partners, bestows

the necessary impartiality, rigor and credibility to its findings and publications.

Over the decades, SITE Foundation has published many groundbreaking studies, white papers and reports.

Since 2018, SITE Foundation has collaborated with the Incentive Research Foundation (IRF) and Financial & Insurance Conference Professionals (FICP) for the Incentive Travel Index, produced with our highly esteemed research partner, Oxford Economics.

In 2021, SITE Foundation established a research partnership with the Cox School of Business at Southern Methodist University (SMU) in Dallas, Texas.



RESEARCH



Conducting a scientifically prepared study and analyzing its results is a costly exercise, and one that local NGOs and authorities often cannot undertake alone. In 2020 though, SITE was able to publish a report on incentive travel specific to Turkey using its robust global data set from the Incentive Travel Index (ITI). That report allowed us to address the government during the pandemic, and helped us to stress the importance of incentive travel and the MICE industry to our destination. We're very thankful to SITE Foundation for this global undertaking.

Hasan Dinc, Managing Director, ODS Turkey

RESEARCH



SITE Foundation research has been a crucial, vital resource for me. From DMC and tourist board roles to work within my own company now, I've relied on crucial SITE Foundation research and resources to shape reports, educate suppliers and other stakeholders, and keep myself informed on international destination updates, selling points, desirability, sustainability, and other trends. Sharing new findings, telling how things are in the "now" and assessing these current times are things SITE Foundation does well, that benefit us all and makes it a badge of honor to be part of the association.

**Kerstin Nordin, President,
Global Marketing Initiatives., Inc.**

RESEARCH AND CONTENT PARTNERS



GRANTS, SCHOLARSHIPS AND FINANCIAL SUPPORT

SITE Foundation disburses significant funds on an annual basis through industry and chapter grants, as well as through scholarships and bursaries that often commemorate the legacies of illustrative former SITE members.

David Riddell Memorial Scholarship

Scholarship recipients are selected by the SITE Foundation Board of Trustees and receive complimentary travel, accommodation, and registration to SITE Global Conference. Scholarships are awarded in three categories: SITE Young Leader, Chapter Leader and SITE member.

Moira Hearn Memorial Fund

This fund, honoring the late Moira Hearn, offers financial assistance to SITE members who have lost their jobs or whose businesses are experiencing extreme financial difficulties.

The fund aims to provide continuity of membership at a time when professional circumstances might preclude it.



CHAPTER GRANTS



At SITE Canada, we have a particular passion for education. Our Education Day event is our annual headline event, and is backed by a robust committee that enjoys brainstorming a theme, identifying current trends, and providing content that will resonate with members and industry colleagues.

SITE Foundation's chapter grant is key in supporting these efforts. It allows us to take advantage of that special speaker we might not otherwise be able to secure. It takes the pressure off, knowing that a grant is available to help us out, with funds put to good use for everyone to enjoy. With this support, we are able to create solid educational programs that manage and move incentive travel and business events forward.

Liz Holtby, Vice President, Operations, Meeting Escrow Inc. and 2022 SITE Canada President

DAVID RIDDELL MEMORIAL SCHOLARSHIP



Being blessed with the David Riddell Scholarship — at my age, and not just while you're still in school! — was a great opportunity for me to come all the way from Costa Rica to Ireland for the 2022 SITE Global Conference. I'm here learning, back with other industry professionals, and discovering trends for the future.

Eugenia Solano, TAM Travel

DAVID RIDDELL MEMORIAL SCHOLARSHIP



I already know that attending Global Conference is a big milestone in my career – I'm building a fantastic network that I know will be great for my future in the industry. I'm incredibly grateful for this opportunity and I'm glad I applied for the David Riddell Scholarship.

Isabel Hagel, Custom Ireland

THE MOIRA HEARN FUND



I received assistance from the Moira Hearn Memorial Fund that allowed me to remain an active SITE member when the pandemic caused an unexpected early layoff. SITE was a huge support network during this time, both professionally and personally, and I continued to feel engaged while I looked for my next opportunity. I also gained real-time industry education and valuable professional development skills while I was job-searching. SITE was my lifeline during a very challenging time and I was so grateful for the #SITEstrong community.

Colleen Brzozowski CIS, CITP, Director of Venue Sales, Sodexo

READ MORE: SITE FOUNDATION RESEARCH, WHITE PAPERS AND OTHER STUDIES



SITE Foundation is committed to producing timely, relevant and compelling research into the future of incentive travel.

Starting in 2021, the Foundation launched its inSITES series. The three-part Corporate inSITES white papers, as well as standalone Leadership inSITES and Participant inSITES provide a robust review of findings spread across the entire incentive travel industry value chain.

SITE Foundation also publishes white papers with insights on navigating the global business marketplace, personalizing incentive travel, engagement solutions, and other current business topics.

The Foundation also collaborates on the yearly Incentive Travel Index (ITI), undertaken with the support of other industry partners. SITE Foundation has produced a series of popular regional and sectoral reports using ITI data.



**Incentive
Travel Index**

HERE'S OUR
 STORY
 WHAT'S YOURS?



مكتب
 المؤتمرات
 والمعارض
 CONVENTION
 & EXHIBITION
 BUREAU



BUSINESS EVENTS AUSTRALIA

