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STRATEGIC PLAN

2024 - 2026



# Leading the Way for the Incentive Travel Industry

From July 2022 to March 2023, the Society for Incentive Travel Excellence engaged in a comprehensive process to gain a current understanding of our members' needs and develop a new three-year strategic plan. SITE's International Board of Directors (IBOD) led the effort in partnership with SITE'S Foundation Board of Trustees, staff, and planning consultants from 2B Communications & Strategy Group.

Our plan reflects SITE's unwavering commitment to our members and the incentive travel industry. It is a dynamic road map articulating where we strive to be in the future while providing concrete strategies that guide and focus all aspects of our organization.

Our planning process was designed to ensure we arrived at a plan that is both aspirational and practical. Information and data sources included:

- A global needs assessment survey that generated responses from 620 SITE members
- Interviews and surveys with representatives of SITE's IBOD, Foundation Trustees, chapter leadership, and staff
- A multi-year analysis of SITE's operational performance
- A peer and competitive landscape analysis





An in-person planning session was held in February 2023 in New York City. SITE's IBOD, Foundation Trustees, and staff vetted the research findings and agreed on goal areas and priorities to include in the plan. Participants in the planning process helped to refine and finalize the plan via subsequent virtual sessions.

The final plan was approved by SITE's International Board of Directors in [June 2023].

We are immensely proud of this new strategic plan and are confident that SITE will deliver even greater value to our members as we build awareness of the transformational impact of incentive travel among individuals, organizations, and communities worldwide.

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*SITE is committed to being a strong and influential global accelerator for incentive travel.*

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# 2024 - 2026 Pillars, Goals & Strategies

The strategic plan details the overarching pillars, goals, and strategies of our organization. It will serve to direct our programs and activities over the next three years.

Three of our strategic pillars represent focused areas of action, and Organizational Excellence is a foundational pillar encompassing several cross-cutting functions that support everything SITE does.



## Community & Connections

**GOAL:** Lead the way in connecting, convening, and engaging incentive travel professionals worldwide.

### STRATEGIES

#### Chapters:

- Develop a sustainable global chapter model that empowers and facilitates regional leadership and engagement.
- Strengthen how SITE supports and collaborates with its chapters.

#### Community Interest Groups

- Launch Community Interest Groups (CIGs) to provide new and diverse connection opportunities for members.
- Develop associated guidelines and processes

#### Conferences & Events

- Serve as the strategic hub for incentive travel buyers, suppliers and other stakeholders to build productive relationships
- Model exceptional programming and destination experiences at SITE events

#### Membership Growth & Composition:

- Continue building a diverse and engaged global membership by increasing and enhancing member recruitment, onboarding, and retention approaches.
- Make SITE an essential organization for early career and young professionals throughout the incentive travel industry.

#### Member Involvement

- Update governance, committee, and chapter structures, policies, and processes to increase transparency, encourage participation, and address time commitment expectations.
- Provide ongoing volunteer training and support, including in-person and online components and easily accessible tools.



# Education & Resources

**GOAL:** Be the premier provider of incentive travel education and industry resources.

## STRATEGIES

### Education:

- Deliver timely, high-quality education to incentive travel professionals at all career stages, industry settings, and geographical locations.
- Ensure that SITE certifications reflect current industry standards and practices and are internationally relevant and recognized.
- Execute groundbreaking conferences that feature innovative programming, the latest industry trends, and best-in-class educational approaches.

### Industry Resources:

- Provide the principal platform for industry-wide dissemination of incentive travel research, trends, and best practices.
- Be the go-to reference for emerging incentive travel destinations.
- Develop partnerships to expand resource offerings.



# Impact & Awareness

**GOAL:** Serve as the global authority on incentive travel and its impact

## STRATEGIES

### Research:

- Develop a robust library of research and data resources that demonstrate the business case for incentive travel and advance the industry.
- Expand partnerships to help generate and publicize research findings and other industry information.

### Visibility:

- Extend SITE's audience reach and proactively shape industry narratives by increasing media and public relations partnerships and activities.
- Shine the light on outstanding leadership and contributions to the industry.
- Participate in high-level industry initiatives.





# Organizational Excellence

**GOAL:** Optimize SITE's structure, resources, and organizational capacity to ensure long-term sustainability.

## STRATEGIES

### Finances & Operations:

- a. Continue to build and diversify SITE's revenue sources.
- b. Evaluate and align organizational structures, processes, and resources to maximize return.

### Data, Technology & Communications:

- a. Improve data collection, tracking, and the ability to monitor and measure results.
- b. Evolve the technology infrastructure to meet ongoing needs.
- c. Improve the ways SITE articulates, targets, and delivers its communications.



# Moving Forward

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Every SITE member can have an impact on our industry's future. Our intention is for this plan to be a catalyst for SITE members everywhere to play an active role in achieving all that we have set out to do. Each year we will review and evaluate our progress to ensure that we are delivering on our commitment to our members and the incentive travel industry.

Thank you to our members for helping shape this plan and to SITE's IBOD, Foundation Trustees, and staff for your visionary leadership and engagement throughout the planning process.



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Society for  
Incentive  
Travel  
Excellence

