

inSITEs on What's Ahead

Three key themes from the September 2021 Edition 2 of Corporate inSITEs show that even as delta dawned and vaccine shots slowed, excitement and energy for incentive travel remains strong.

CORPORATE
THE CHANGING FACE
OF INCENTIVE TRAVEL **INsites**
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Corporate America still loves incentive travel, but it's safety first — the irreplaceable value of face-to-face experiences are clear, with a need for cautionary and protective measures also top of mind.



Recovery and resumption pushed into 2022 — companies are looking to resume activities next year, with notably high numbers of international meetings and incentives currently slated for Q2 of 2022.



New priorities for incentive travel continue to emerge — suggesting we're decisively on the road to recovery, “appeal” is once again the top destination selection criteria, with destinations also benefiting from par excellence MICE supports, including DMOs and DMCs.

94%

of April 2021 respondents reported having full support of c-suite leadership, compared to 53% who had full support in September 2021 along with another 29% who stated the commitment was there, predicated on qualifier safety.

70%

of companies surveyed have formal policies in place regarding vaccines, testing and safety protocols for their incentive programs.

56%

of corporations report aligning incentive policies with those of their host destination.

The top three destination selection criteria reported by September 2021 respondents were:



- DESTINATION APPEAL
- SAFETY
- INFRASTRUCTURE