



PARTICIPANT
INCENTIVE TRAVEL
QUALIFIERS' VIEWPOINTS **INsites**

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A NOTE FROM SITE FOUNDATION

Incentive travel remains a transformational tool for today's business leaders — a finding we are proud to see definitively represented by this report's findings.

Participant inSITes rounds out SITE Foundation's full inSITes series, complementing the three-part Corporate inSITes reports and the qualitative information presented in Leadership inSITes.

Setting Participant inSITes apart though is its emphasis on what is most rewarding, meaningful, and motivational for reward earners.

Included in this full presentation of the project's findings are details about participant attitudes toward different aspects that make up incentive travel rewards, as well as further insights about the impact and value of incentive travel.

We look forward to hearing your feedback, too, about how this research aligns with your experience. Thank you to those who have already participated in this research, and to those helping us continue the conversation.



Hamish Reid
President,
SITE Foundation

A NOTE FROM THE SMU COX SCHOOL OF BUSINESS

My role within the Brierley Institute for Customer Engagement at Southern Methodist University's Cox School of Business means I engage daily with the next generation of business leaders, across virtually all industries and sectors.

Through these interactions, I know the needs, priorities and values today's leaders have already — and will continue to have — to shift, as the world continues undergoing rapid shifts and new developments.

It's incredibly exciting, then, to present a talented MBA student team with opportunities to brush up against real-world challenges through our partnership with SITE Foundation. Participant inSITEs marks the second collaboration between the SITE Foundation and the Brierley Institute for Customer Engagement.

Participant inSITEs, like its Leadership predecessor, introduces MBA candidates to a unique vantage point of travel experiences, one that allows them to examine how travel can motivate, move, and improve entire teams and companies.

It's proved to be an engaging lens, as students also explored how research findings could be best put into practice by the incentive travel professionals they worked alongside throughout the course of our study.

On behalf of the MBA student team and our other partners at SMU Cox, we have thoroughly enjoyed our collaborations with the SITE Foundation and look forward to future opportunities to connect future generations of business leaders with current leaders.



Marci Armstrong, PhD
Professor of Practice, Marketing
Brierley Endowed Professor

“ Running a productive, successful and responsible business is a **marathon**, not a sprint.



INTRODUCING PARTICIPANT INSITES

This twist on a well-trodden phrase holds true even in an era where technology, post-pandemic behaviors, and other stressors facing virtually all corporate employees mean the world is moving faster than ever before.

Even as changes occur at an ever-accelerating pace though, top companies — and their best performers — know that rewarding and fulfilling work experiences are not built on quick fixes.

Rather, stellar workplace performance is the result of well-crafted strategies, good game plans, and having the time, talent, and resources to put it all into action. This of course extends too into how employees want to be rewarded.

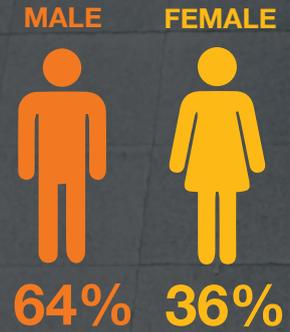
Presented here are findings from a global survey of over 800 professionals from a range of industries and regions who shared their inSITES about incentive travel with us.

Fit for the “marathon-not-a-sprint” mentality, we’ve broken data down into three sections, concentrating on what makes incentive travel participants:

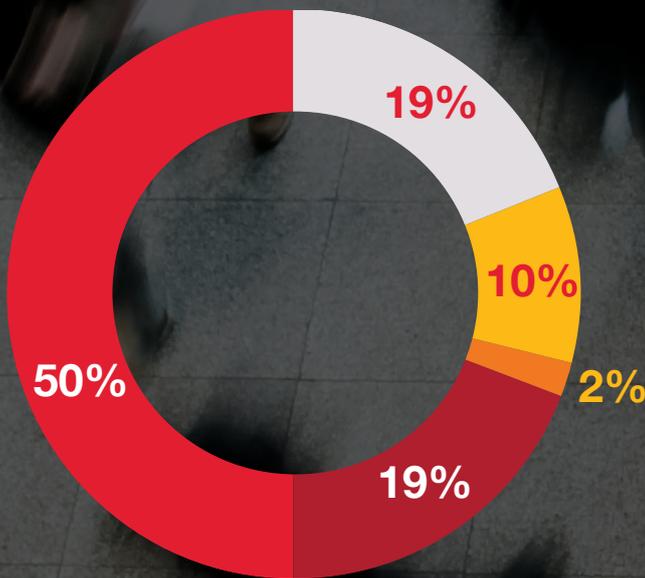
- Feel **ready** to work toward incentive travel rewards
- Get **set** and find motivation to make progress toward goals
- **Go** on trips they’ve earned, and what activities and benefits stand out most

We welcome you to dive in and cross this “starting line” of sorts by using our Participant inSITES to shape your own “training plans” for incentive programs that speak directly to participants — and push you toward a perfect podium-worthy finish.

Who are the Participants?

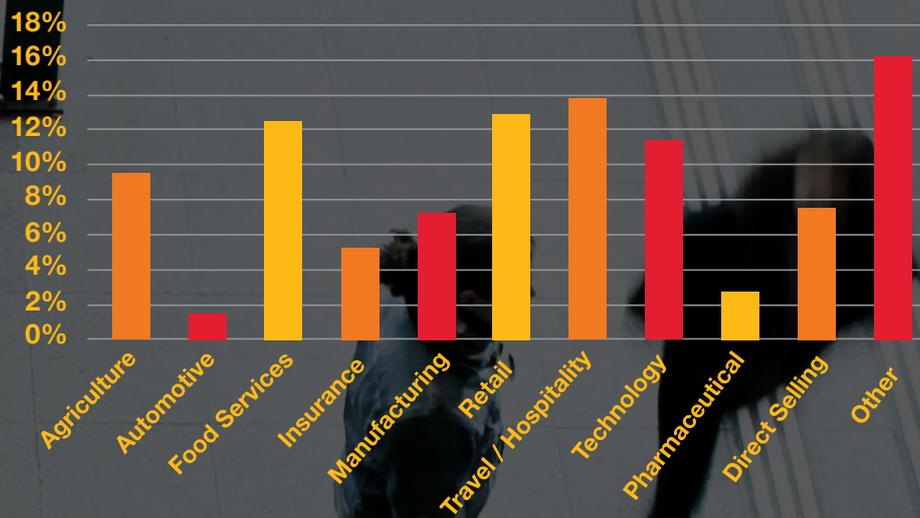


In partnership with an MBA student research team from Southern Methodist University's Cox School of Business, results from 825 individual survey-takers have been collectively analyzed and also broken down by region where appropriate (representing inSITEs from incentive travel reward earners in 11 countries, across five regions).

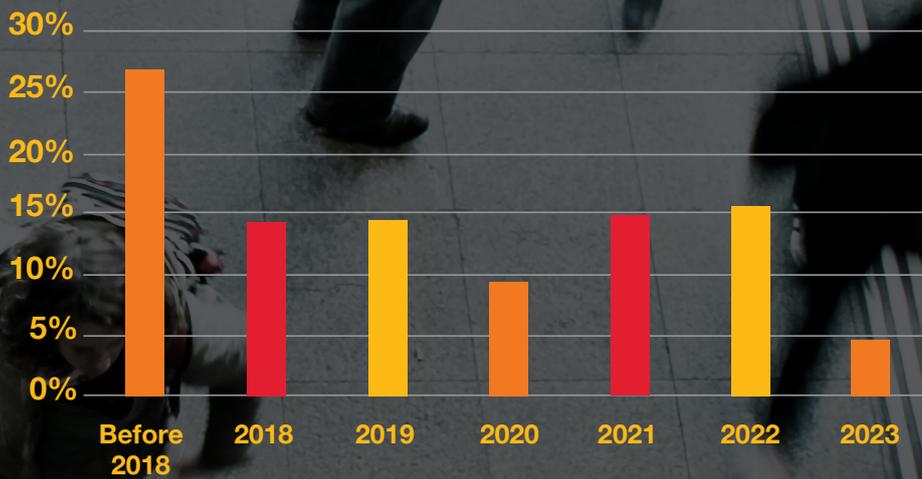


- North America (50%, 410 responses)
- Europe (19%, 160 responses)
- Asia - Pacific (19%, 154 responses)
- Latin America (10%, 82 responses)
- Africa / Middle East (2%, 18 responses)

Industry Breakdown



Years an Incentive Trip Was Earned



Regional Profiles

	AVERAGE AGE	AVERAGE INCOME	AVERAGE YEARS PARTICIPATING
North America	48	\$167K	15
Europe	38	\$130K	7
Asia - Pacific	36	\$149K	6
South / Latin America	35	\$139K	5
Africa / Middle East	37	\$185K	7



READY



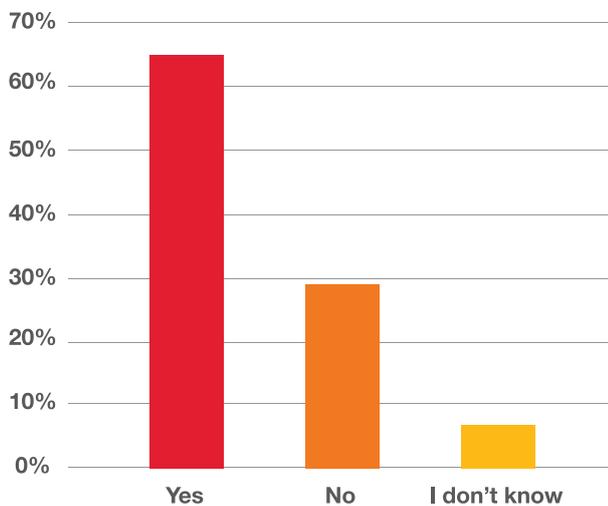
READY

Getting an incentive program off the ground — and ensuring it truly does motivate and incentivize individuals — starts with a well-designed qualification scheme that is then smartly, strategically, and continuously communicated to anyone who is eligible to earn the reward.

This first section of Participant inSITes breaks down findings on what makes participants feel “ready” to participate in such programs — focusing on incentive travel qualification criteria and communications patterns.

About two-thirds of respondents said only a limited, specific number of people can qualify for the incentive travel programs offered by their respective firms or partners.

Many programs limit number of qualifiers



The majority of respondents agreed that the qualification criteria they must meet to earn an incentive travel reward are:

- **Fair** (e.g., everyone on a team or in similar roles has an equal chance to meet expectations)
- **Align with company goals**
- **Achievable** (e.g., targets can realistically be met in the time period and in line with other organizational parameters)

70%

Fair

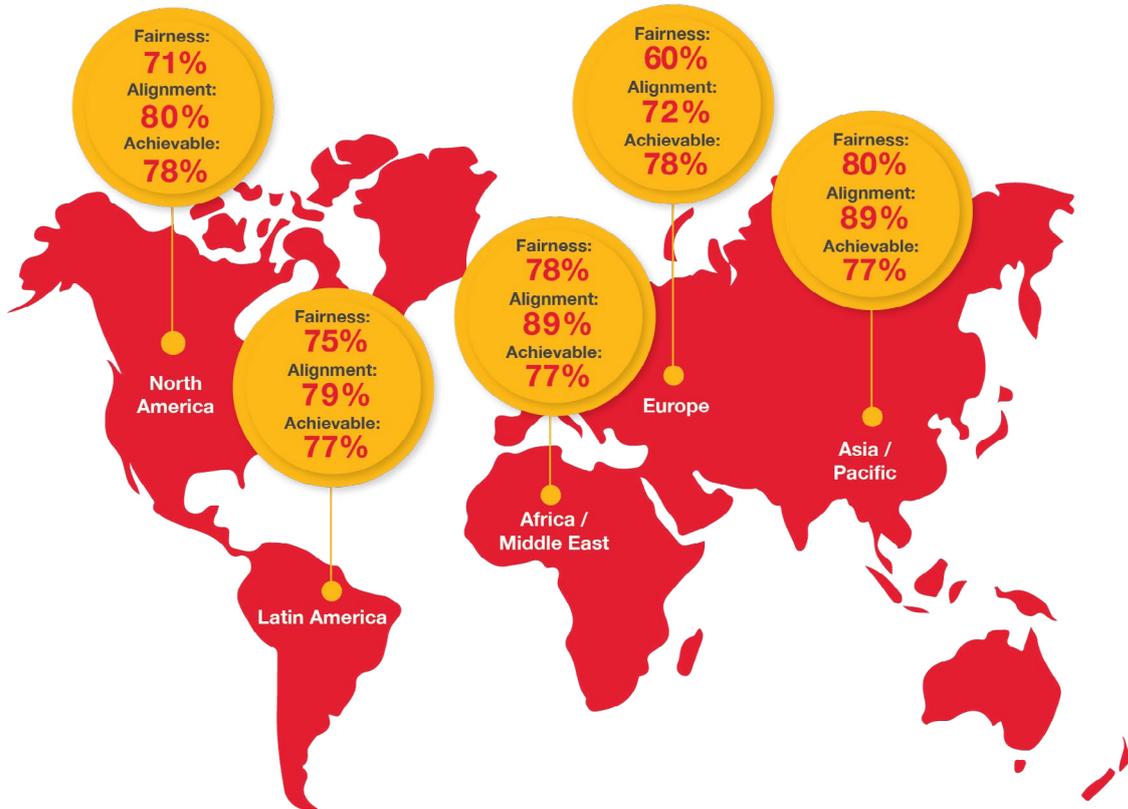
78%

Aligns with
company
goals

77%

Achievable

We've also presented perceptions of fairness, alignment, and achievability by region.



Drivers of increased motivation:



Perception of fairness



Perception of achievability



Income

Variables that have no influence on motivation



Gender



Time in the program



Age

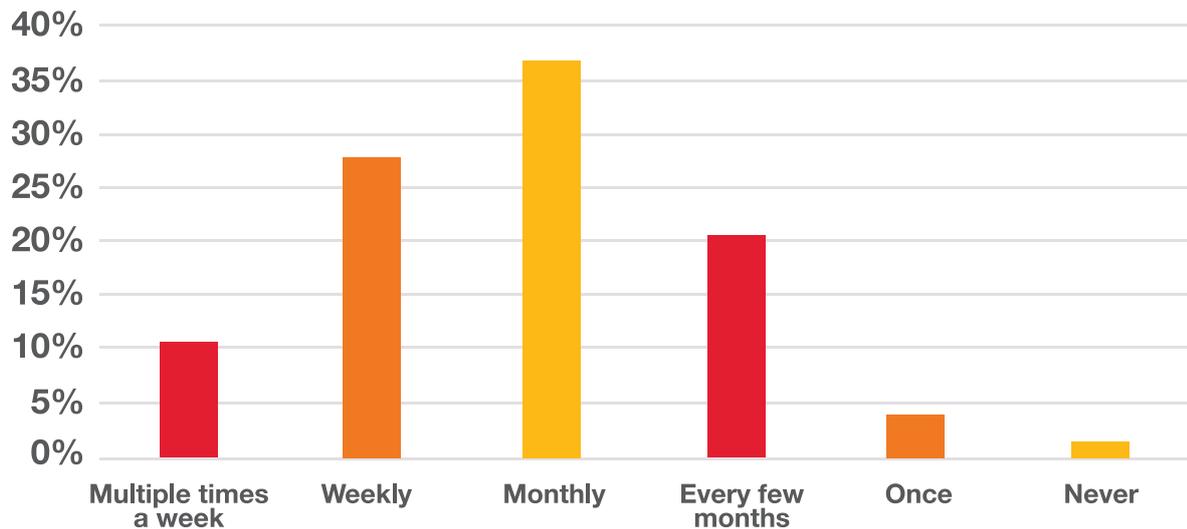


Tiers



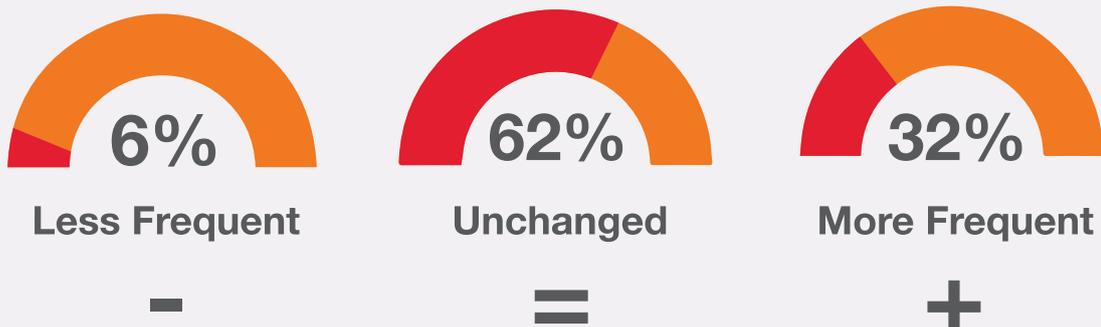
Program limits

Most participants receive communication about their incentive travel program on a monthly basis



While 62 percent of participants said they were happy with the current frequency of program communications they received, close to one-third indicated they would be open to more frequent communications.

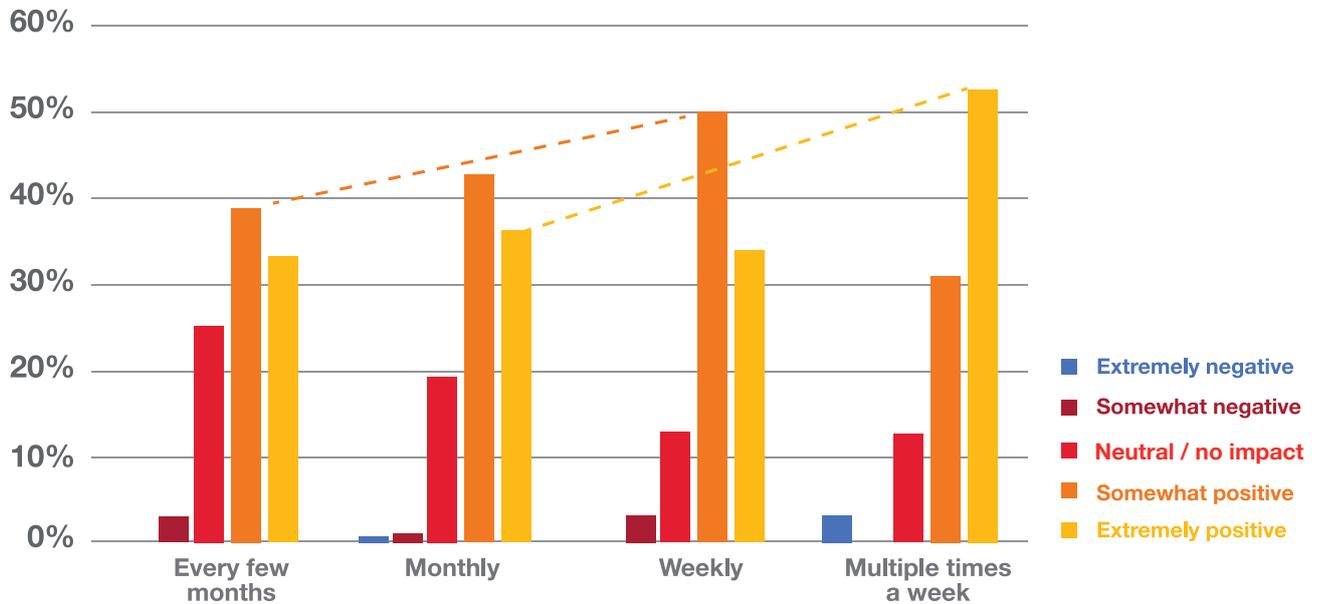
Only a small number of respondents are looking for less communication from their companies about incentive travel.



Most participants receive communications about incentive travel programs via email, with about one-half also receiving direct mail.



Participants who receive communication more frequently are more likely to report positive impacts on their effort and desire to qualify.



READY: KEY TAKEAWAYS

1

Good qualification criteria align with broader workplace design elements

While this research found that participants have largely positive views of the incentive travel qualification schemes they've worked under, this is still an area that companies should continuously monitor and seek feedback on to ensure sentiments amongst their own participants remain positive.

Companies also need to ensure qualification criteria match any wider expectations they set for employees and suppliers/partners. Respondents called out qualification schemes that don't take into account significant departmental or regional workplace differences, and schemes that don't match wider company expectations around retaining versus recruiting customers as two of the most frustrating barriers to earning an incentive travel reward.

2

Tiers and open qualification schemes keep earners engaged

When asked what aspects they didn't like about the qualification criteria, one of the most common responses from participants was frustrations with rewards that are capped or limited to a set number of individuals, especially if it means stellar performance goes unrewarded once a trip has hit capacity or for those who just miss the cut-off.

In more detailed follow-up interviews with several participants, respondents suggested reworking or revisiting the option to add different tiers for qualifying as a way to better align criteria with overall company goals and offer different achievable rewards for more employees.



READY: KEY TAKEAWAYS

3

More frequent communications are welcomed

Companies have room to play with the pace of communications and find the “tipping point” that strikes the right balance of keeping a trip top of mind without becoming overwhelming or stressful.

Exploring new communications channels is another practice many qualifiers would seemingly welcome. Open-ended responses from a range of participants highlighted their openness to receiving more frequent updates by social media, phone calls, or via text/SMS/WhatsApp messages.

Knowing audience preferences ultimately allows for better personalization and more flexibility to communicate progress and keep qualifiers motivated and excited throughout the qualification period.

4

Detailed communications are widely appreciated

Another strong trend emerging from the survey was participant interest in receiving more regular communications about the progress they’ve made. Details are welcome, participants said, about how close they are to hitting goals and suggestions or strategies they should use to continue making headway.

Participants also said that the sooner details about the reward itself can be shared, the better. They appreciate being given plenty of runway to learn more about the program, including the destination, the property they’ll be staying at, activities on offer, and any travel/activity registration or sign-up deadlines.

5

Remove friction from the qualification process and program communications

High performers are increasingly being asked to do more with less, meaning time and resources are tight across the board.

Our survey results reflected this, with participants expressing clear gratitude when friction is removed from the incentive travel qualification process wherever possible.

This includes removing onerous or long meetings to simply learn how to qualify, streamlining or cutting out clunky systems to log hours or sales, and other activities that take significant amounts of time for little or no return toward the actual goals participants are trying to achieve.

Participants also called out that communications need to be as clear as possible, and that they appreciate “nudges” from companies rather than an “inbound” communications approach, where a potential qualifier must dig or search multiple places to find information.

They also highlighted an appreciation for hearing directly from the source or those in charge of a program, rather than having information passed down in dribs and drabs through multiple levels of management.



READY Soundbites

Here's what participants said about the incentive travel qualification process and the communications they receive

“

I like that the goals are something that pushes you to have to excel and not just something that anybody can make.

“

It's always nicer when you have different levels of incentives and can reward people truly for what they contribute up and above the numbers.

“

Seeing pictures and videos of the resort always helps. Seeing it sometimes gives you a reminder of “Do I go for this hard sale or not” — maybe that helps push a specialist or salesperson to go the extra mile. I think it does.

“

When [qualifying] is only about production, that's a shame and annoying for people who operate with high integrity. As a leader, you should want those top producers to be emulated.

“

You need to think not only about the original announcement of “if you achieve this goal you will win a trip to __.” You need to think through the whole program and process of updates on an ongoing basis.

“

Our program fortunately is an open-ended program, which means that anyone who qualifies will attain it. I find that to be very motivational versus when it's the top 10 percent or the top 5 percent because there, you can still achieve a very high sales level but not qualify for the program. So I think it's awesome that ours is open-ended.

“

The company has to figure out what goal they want to achieve and how they're going to incorporate an incentive to make that happen: always keeping that goal first in mind.

SET



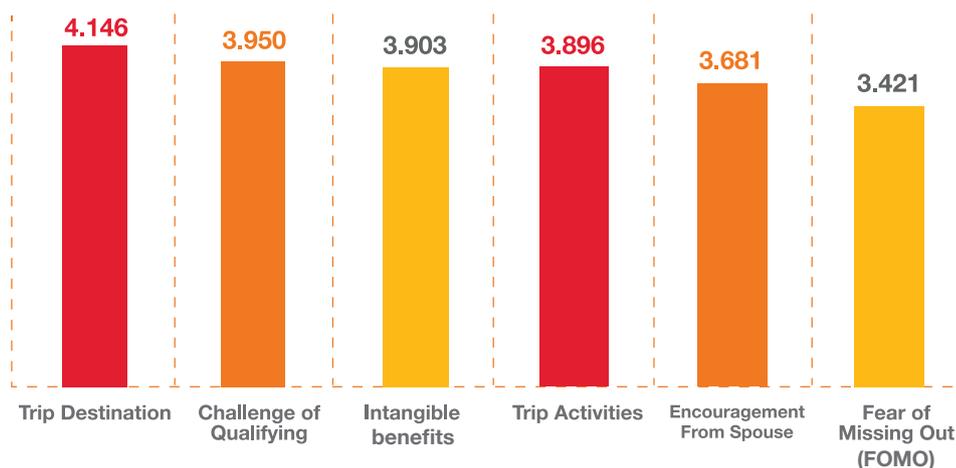
SET

mindSETs, program SETting: these factors (and more) play critical roles in shaping motivational incentive travel rewards that employees and other qualifiers are eager to earn.

This second section of Participant inSITES explores what gets participants “set,” or what makes them motivated to qualify for an incentive program, along with regional differences that emerged.

Survey-takers were asked to select how motivating they found six different aspects of incentive travel on a scale of 1-5, with 1 indicating they found that aspect “extremely demotivating” and 5 indicating that aspect was “extremely motivating.”

Here’s how participants ranked each aspect:



MOST MOTIVATING FACTORS

Trip destination	4.146	1
Challenge of qualifying	3.950	2
Intangible benefits	3.903	3
Trip activities	3.896	4
Encouragement from spouse	3.681	5
Fear of missing out (FOMO)	3.421	6

When looking at what was most motivating across different regions, “trip destination” held supreme across all geographies. Notable for North American respondents though was “challenge of qualifying”

coming in as a second motivational factor. This was also reflected in free response and qualitative follow-up interviews conducted with participants.

Most Motivating Factors – by Region

Top 5	Africa / Middle East	Asia - Pacific	Europe	North America	South America/ Latin America
1	Trip Destination (4.26/5)	Trip Activities (4.20/5)	Trip Destination (3.86/5)	Trip Destination (4.26/5)	Trip Destination (4.21/5)
2	Trip Activities (4.25/5)	Trip Destination (4.15/5)	Trip Activities (3.71/5)	Intangible Benefits (3.97/5)	Encouragement from Spouse (4.04/5)
3	Challenge of Qualifying (4.14/5)	Challenge of Qualifying (4.10/5)	Encouragement from Spouse (3.65/5)	Challenge of Qualifying (3.91/5)	Trip Activities (3.96/5)
4	Intangible Benefits (3.97/5)	Intangible Benefits (4.07/5)	Intangible Benefits (3.63/5)	Trip Activities (3.84/5)	Intangible Benefits (3.88/5)
5	Encouragement from Spouse (3.76/5)	Encouragement from Spouse (3.94/5)	Challenge of Qualifying (3.60/5)	Encouragement from Spouse (3.54/5)	Challenge of Qualifying (3.76/5)

Eighty-six percent of participants indicated they felt motivated overall to qualify for incentive travel programs offered by their companies or partners — an overwhelmingly positive metric.

86%
motivated
overall

More than half of all respondents, in fact, said they were “extremely motivated” to qualify for incentive travel rewards — but this extreme enthusiasm does vary by region.

Extremely motivated respondents by region:

67%

Africa / Middle
East

62%

North America

55%

Asia - Pacific

39%

South / Latin
America

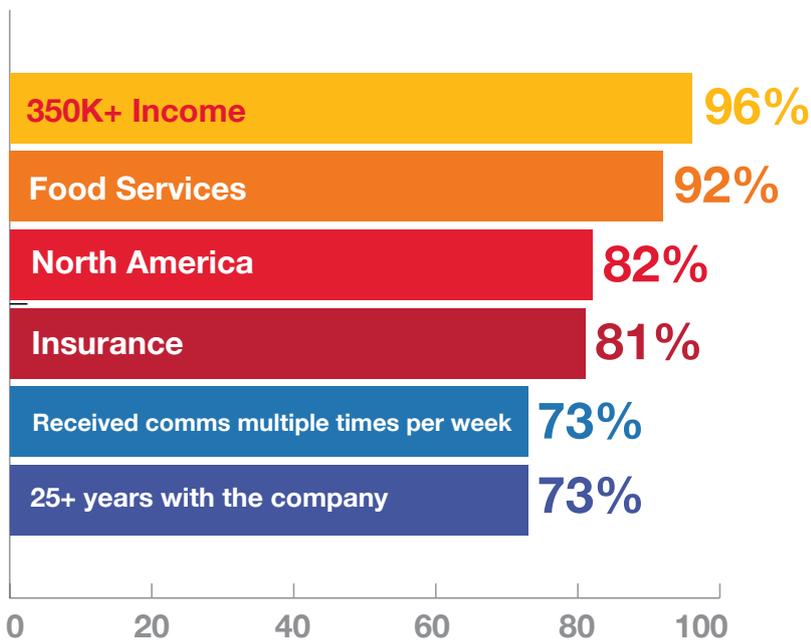
38%

Europe

When looking at which regions are most motivated by incentive travel based on survey-takers who indicated “extreme” interest, we saw some distinct regional differences. Qualifiers reported notably

lower “extreme” motivation in South & Latin America and Europe, compared to the majority of respondents who indicated more enthusiasm in North America and the Asia-Pacific region.

Groups most motivated to qualify for incentive travel:



SET: KEY TAKEAWAYS

1

“Destination” emerges as the strongest motivational driver

In both the 800+ survey responses and in qualitative follow-up interviews with participants, the power and pull of desirable destinations emerged as the strongest motivational driver incentive travel provides.

Still, it’s important for companies to understand regional differences and how to identify destinations that will truly “wow” qualifiers, to keep this an inspiring and motivational element.

While “trip destination” was the most motivating factor across all regions surveyed, it had somewhat stronger motivational appeal for African & Middle Eastern and North American respondents (with both regions giving it an overall average score of 4.26 out of 5) compared to respondents in regions like Europe (where “trip destination” earned an overall motivational ranking of 3.86 out of 5).

2

Your audience is (likely) already competitive and challenge-hungry

Another strong finding that emerged from this research is that incentive travel programs — and the people who took part in this survey — are by nature competitive, driven individuals.

This assertion is well-supported with “challenge of qualifying” coming in as the second strongest motivational factor, and by comments made during follow-up interviews with several participants.

In these conversations, earners stressed time and time again that they see incentive travel as an additional motivator that continues pushing them to do a standout job and serve customers and clients well.



SET: KEY TAKEAWAYS

3

Can — or should? — companies try to increase incentive travel FOMO?

While none of the factors included in the survey ranked low enough to fall on the “demotivating” end of the spectrum, “fear of missing out” (aka “FOMO”) earned an overall ranking of 3.4 out of 5, putting it firmly in neutral territory.

This suggests considerable room for companies to tap different strategies and explore new techniques to increase “FOMO” and up the motivational potential of their incentive travel programs.

Especially with the rise of new event technology and the continued growth and development of these tools, it’s a question well-worth weighing up for firms looking to elevate the returns travel rewards can deliver.



SET Soundbites

Here's what participants said about what motivates them to earn an incentive travel reward

“

What had more of an influence was the location of the incentive — where the trip was going and if I was fortunate to take each one of our children on a trip to unique parts of the country.

“

I like the recognition, personally. I like to be recognized for the success — that's a big driver to me. I like for people to see [past trip mementos] when they walk into my office because it shows success. I think it shows people that you're doing a good job.

Leadership inSITes

27

“

I want to be the best at what I do. And apparently I'm insecure enough to want everyone to know! I want people in the company to emulate what I do, to feel that I'm achieving these goals and that they want to be just like that.

“

What [incentive travel] does is motivate me to stay with the company. That's just one more extra thing my company does for me. It motivates me to stay put.

“

The destination is definitely important. I know we're always at a 4 or 5-star hotel and I love that because I love to be pampered and it's something I wouldn't go out and do on my own for four or five nights.

A person with long hair, wearing a dark long-sleeved shirt and leggings, is running away from the camera on a paved road. The road stretches into the distance towards a range of rugged, rocky mountains. The entire scene is bathed in a deep red or orange light, suggesting a sunset or sunrise. The person's hair is blowing in the wind.

GO



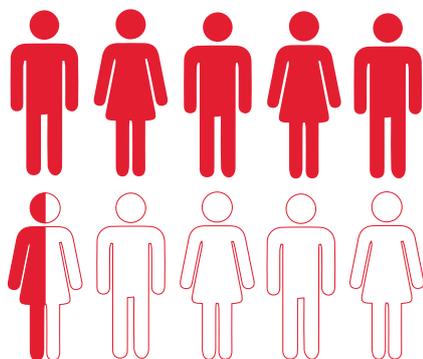
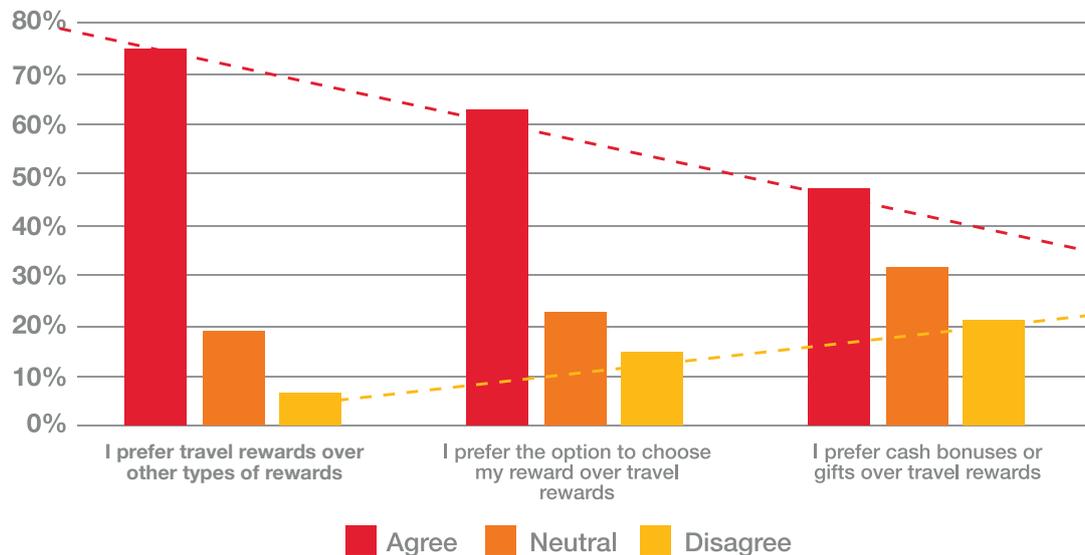
GO

And they're off!

To round out Participant inSITes, we're delving into what types of destinations, activities, and intangible benefits make incentive travel feel like a true reward for qualifiers.

Responses here showed that even though a slight majority of participants prefer group travel rewards over individual ones, personalization and schedule flexibility remain key themes to integrate into future program designs.

Participants prefer travel rewards



55%

of participants said they prefer group travel rewards over individual

Incentive travel was the standout favorite across all regions when participants were asked whether they prefer travel rewards or cash bonuses & gifts.

The widest gap between the two categories can be seen in North America, with a 36 percentage point difference.

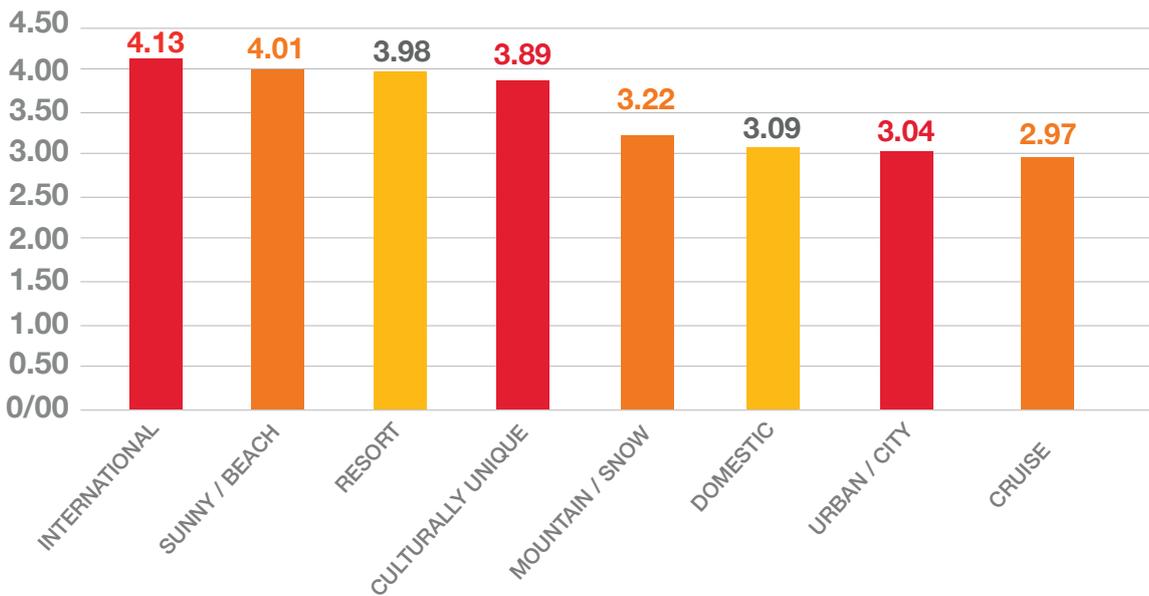
European and South American respondents represent the two regions where participants indicated they prefer individual travel rewards over group ones.

	Africa / Middle East	Asia - Pacific	Europe	North America	South America / Latin America
Travel	78%	79%	65%	76%	78%
Cash / Gift	44%	62%	52%	40%	47%
Group	83%	66%	49%	53%	46%



Participants were asked to rank their preference for a variety of different kinds of incentive travel destinations, with 1 indicating they do not prefer that type of destination, and 5 indicating they prefer it a great deal.

International destinations and sunny/beach destinations ranked as participants' top two destination preferences.



Note that domestic destinations ranked more than one point lower than international ones (with international destinations earning an average rating of 4.1 from participants, compared to a 3.1 rating for domestic destinations) — indicating only a “moderate” preference for domestic trips, per the survey terminology.

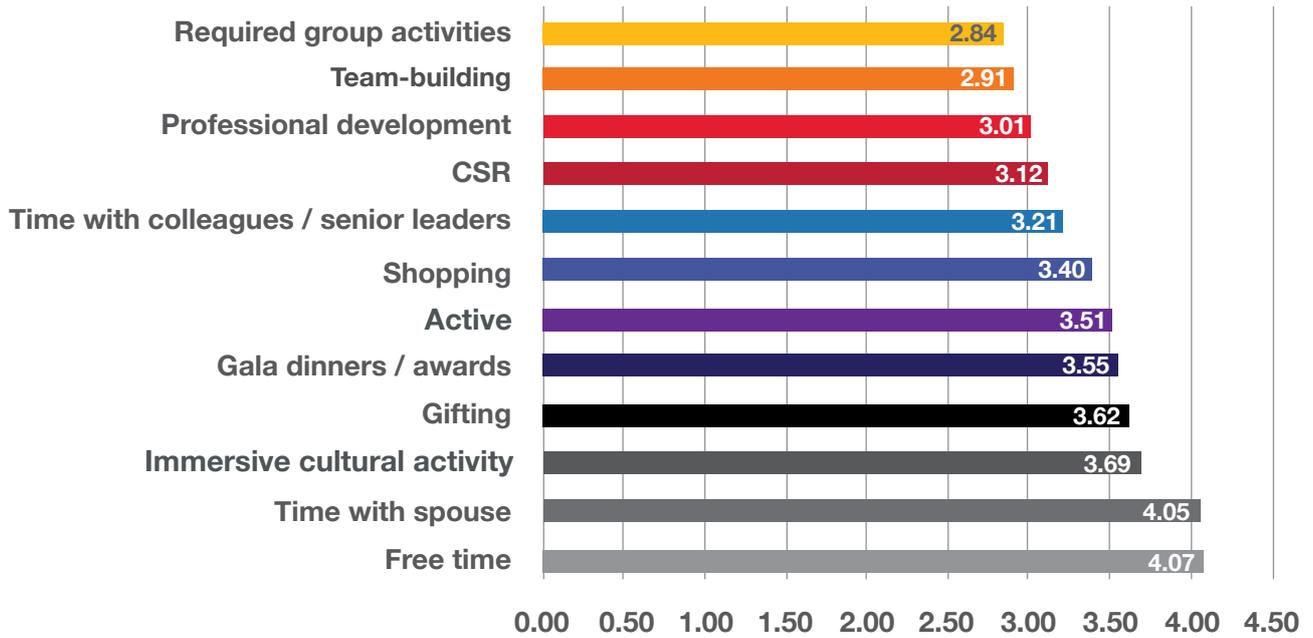
There’s almost as big of a gap, too, between sunny beach destinations compared to mountainous snowy ones.

Participant Destination Preferences by Region

	Africa/Middle East	Asia - Pacific	Europe	North America	South America / Latin America
1	International	International	Culturally Unique	International	International
2	Culturally Unique	Resort	Sunny Beach	Resort	Culturally Unique
3	Resort	Culturally Unique	International	Sunny Beach	Sunny Beach
4	Sunny Beach	Sunny Beach	Resort	Culturally Unique	Cruise
5	Mountain / Snow	Mountain / Snow	Urban City	Domestic	Resort

Participants gave similar rankings for the kinds of activities they prefer as part of an incentive travel program. A value of 1 again indicated they do not prefer a given activity, while a 5 indicated they prefer it a great deal.

Not surprisingly, the top two activities reflect participants' long-identified desire for plenty of free, unscheduled time during an incentive trip, and the positive benefit they see of enjoying time with guests they've invited.



There were interesting regional differences here as well:

Participant Activity Preferences by Region

	Africa/Middle East	Asia - Pacific	Europe	North America	South America / Latin America
1	Team-building	Free time	Free time	Time with spouse	Time with spouse
2	Time with spouse	Shopping	Time with spouse	Free time	Gala dinner
3	Free time	Gifts	Immersive cultural	Immersive cultural	Gifts
4	Immersive cultural	Gala dinner/ awards	Gifts	Gifts	Shopping
5	Time with colleagues	Time with spouse	Gala dinner	Active	Free time

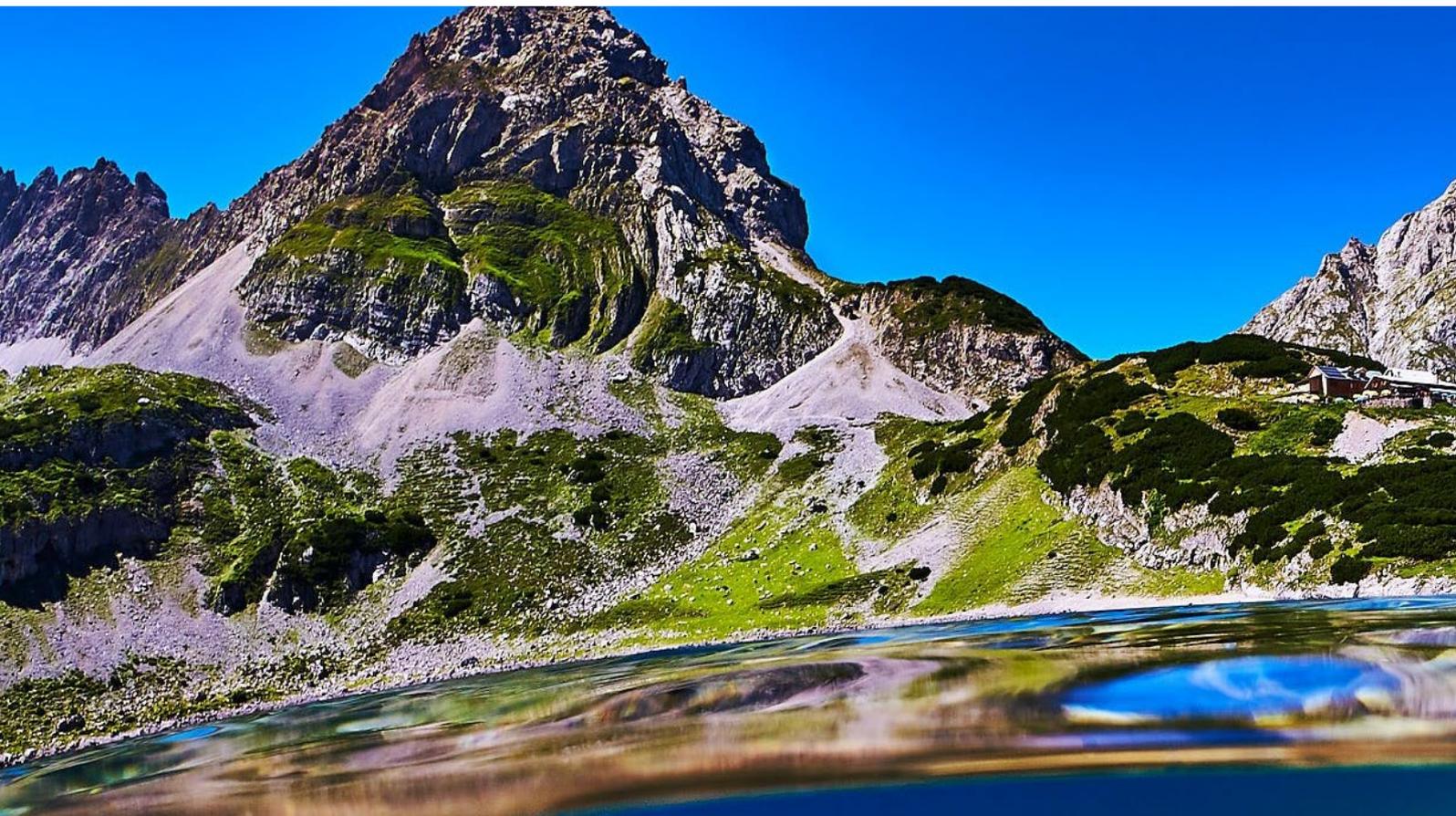
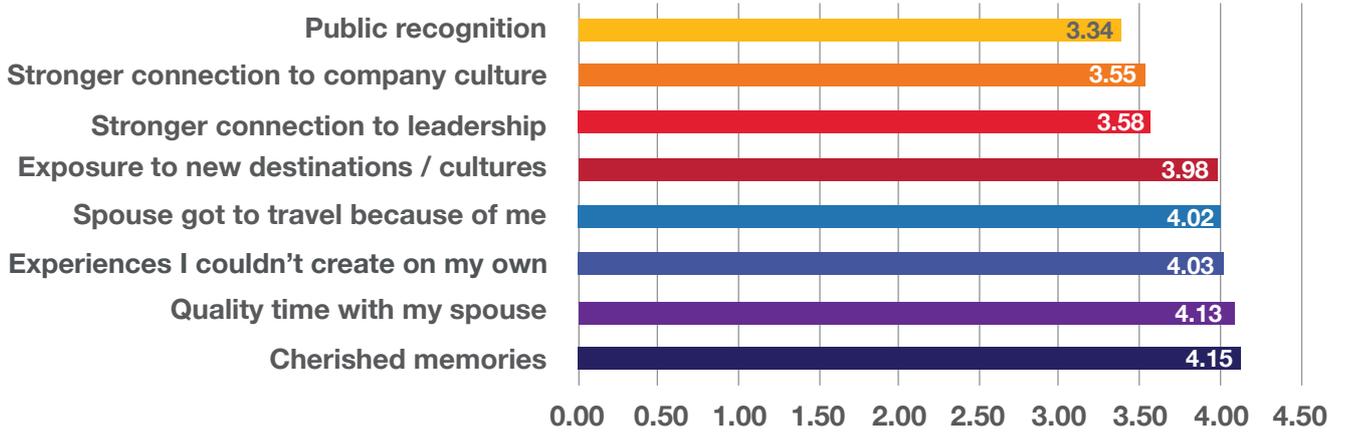
North America, for instance, was the only region where participants indicated only a “slight” preference for some activities — ones that earned a ranking of less than 2.5 (e.g., team-building and required group activities; though professional development only just squeaked by this cut-off, with an average 2.56 rating).

Asia-Pacific and South American participants were the only regions where participants ranked “gifts” as one of their top three preferred activities, with shopping also falling in second place for Asia-Pacific respondents.



Finally, participants were asked how important different intangible benefits of incentive travel are to them. A score of 1

indicated the benefit was not at all important to survey-takers, while 5 indicated it was an extremely important benefit.



Hallmarks of incentive travel like cherished memories, time with their spouse or guest, and experiences participants couldn't create on their own make up the top three benefits, as ranked by survey-takers.

These benefits ranked highly across all regions — especially variations of quality time spent with a guest or spouse, and the ability for that person to travel as a result of what participants had accomplished.

	Africa/Middle East	Asia - Pacific	Europe	North America	South America / Latin America
1	Quality time with spouse	Cherished memories	Quality time with spouse	Cherished memories	Cherished memories
2	Spouse got to travel because of me	Exposure to new destinations and cultures	Experiences I couldn't create on my own	Quality time with spouse	Exposure to new destinations and cultures
3	Exposure to new destinations and cultures	Experiences I couldn't create on my own	Cherished memories	Spouse got to travel because of me	Quality time with spouse
4	Cherished memories	Spouse got to travel because of me	Exposure to new destinations and cultures	Experiences I couldn't create on my own	Spouse got to travel because of me
5	Experiences I couldn't create on my own	Quality time with Spouse	Spouse got to travel because of me	Exposure to new destinations and cultures	Stronger connection to leadership





GO: KEY TAKEAWAYS

1

Participants want to seek sun abroad

Well-established long-term trends continue to hold true, with participants expressing higher levels of interest in international destinations: especially ones that allow for plenty of time in the sun and on the beach.

Lower interest from participants in cruises is something the incentive industry at large will no doubt want to continue watching to better understand if and how attitudes are shifting — and to adjust offerings accordingly.

It's also worth briefly mentioning that no matter what the destination is, many participants identified travel to and from an incentive trip location as one of the few things they consistently dislike about incentive travel rewards. Opportunities to ease anxieties and stressors here may be another avenue well-worth exploring.



2

Avoid over-programming and too many mandatory activities

Individual desires came to the fore throughout the survey, with participants favoring free time and time with a spouse or guest during programs.

Giving attendees control over how they spend their time during an incentive also links in directly with the intangible benefits participants value most. Autonomy with regards to where and what participants do gives them more freedom and flexibility to create memories that will last a lifetime, enhances the value of the quality time they spend with their spouse or guest, and is what makes incentive travel a truly transformational reward.

Still, there was some contradiction in free responses from participants, with survey-takers flagging mandatory programming or professional development sessions as a specific pain-point. However, they also indicated a dislike for having to pay taxes connected to a trip or cover additional costs themselves — things professional development programming can help mitigate, when implemented correctly. Striking the right balance here will continue to be a challenge for companies, and is an area to potentially improve communications around as well.

3

Don't undervalue the power of recognition

Even though “public recognition” fell at the bottom of the rankings when participants were asked how important it was as an intangible benefit of incentive travel (earning a score of 3.3 out of 5, indicating it's only “moderately important” in the eyes of qualifiers) virtually all of the participants who participated in follow-up interviews with the research team shared positive memories or experiences related to an awards banquet or other recognition ceremony — offering additional data to take into consideration.

These interviews also stressed that ceremonies should be personal, with winners recognized by senior company personnel for the specific individual achievements and accomplishments that earned them a spot on the incentive.

Public displays of recognition should also be cognizant of wider societal and workplace trends, especially as new generations of employees begin qualifying and earning incentive travel rewards offered by their employers.

GO Soundbites

Here's what participants said about the incentive travel destinations, experiences and benefits they enjoy most

“

I really like just hanging out. I love getting up, going for a walk, having breakfast, hanging out all day.

“

In the December-January time frame, I want somewhere warm, sunny. That's the main thing I'm looking for.

“

I like activities where you go into the destination. There's no sense in flying all the way there to just sit by the pool. You could do the same thing back home.

“

Personally I really love international destinations because I love to experience new cultures and new ways of doing things.

“

I'm at the stage of my life where cash bonuses are cash bonuses. It goes into an account and gets forgotten about. It doesn't have the same memory or the same effect as when you receive something like a trip to a country where you can go and see and say you've been there.

“

I can tell you one thing that pulls people into incentives is knowing there's an awards banquet — you're going to get up on stage, you're going to be recognized. And to make that awards banquet personal.

“

Some people go on these and say I'll never miss another one the rest of my career because it's so unique and so much fun.

“

You get to go mingle with the best of the best in our system. I like that; I don't like to lose and it drives me to want to drive myself even harder and my sales team. It pushes us.

“

Travel probably will stick longer in your mind. When you're together at industry functions with those that you were with on the trip, you reminisce about the good times that you had.

Final Remarks

Incentive travel delivers immense benefits for participants when all parties, pieces, and program components are working in alignment.

This starts with ensuring eligible qualifiers feel **“ready”** to start making progress toward goals that advance the organization overall and match any personal milestones or targets, too.

Progress at this stage — and throughout all stages of the incentive travel journey, for that matter — should be communicated frequently, clearly, and directly. Companies should continually experiment to understand what kinds of updates their participants are looking for and appreciate most in the lead-up to earning an exciting out-of-office experience.

Organizations can then help participants get **“set”** by identifying what’s most motivating as they begin making progress and are anticipating an exciting trip as a result. While rewards like incentive travel are almost always targeting highly motivated individuals already, there’s still plenty of room to use factors like an appealing destination and leverage the thrill of the competition to continue pushing for rewarding results.

And when it’s time for participants to **“go”** on programs they’ve earned, understanding what winners value most increases the ROI of these transformational experiences. Individual-driven activities and benefits that shape impactful memories with any invited guests are what provide true value and stand out most for qualifiers.

With the report’s finish line in sight, remember the mantra we began with: it’s a marathon, not a sprint. Take time to reflect and review the inSITes here — and connect with our team at any time when you need a training buddy to help along the way.

We look forward to hearing — and studying — your own winning results!



The results of incentive travel speak for themselves.

78% of participants report feeling more engaged with their company.

76% of participants feel more fulfilled in their role.

63% of participants make career-advancing connections.

ABOUT SITE FOUNDATION

SITE Foundation was established by SITE to raise funds and support research, education and advocacy projects on behalf of the incentive travel industry.

Monies raised by SITE Foundation enable us to make the business case for incentive travel and highlight the transformational potential of travel experiences on individuals, enterprises and communities.

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.

CURIOUS FOR MORE?

For more information about incentive travel visit www.siteglobal.com or email site@siteglobal.com with questions or to connect with a member of the SITE or SITE Foundation team.

You can also join SITE and SITE Foundation in-person at one of our many annual events, including:

Fundraising Events for SITE Foundation

SITE Classic (by invitation, held each summer / fall in North America)

SITE NITE Europe (held each spring in Frankfurt, Germany)

SITE NITE America (held each autumn in Las Vegas, Nevada)

SITE Events

SITE Global Conference (held each year in a rotating major global city)

Incentive Summit Americas (by invitation, held in North America)

Incentive Summit Europe (by invitation, held in Europe)

SUPPORT SITE FOUNDATION

SITE Foundation is a US-registered 501(c)(3) nonprofit that depends on the support of individual and corporate donors to fund its work.

To donate to the Foundation or learn more about the impact of your gift, visit www.siteglobal.com/make-donation-site-foundation

