



INCENTIVE TRAVEL INDUSTRY INDEX

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Lori Cioffi

Assistant Vice President/
Chief Content Director,
Northstar Meeting Group

Moderator



PANELISTS

- Steve O'Malley, CITP, President, Maritz Travel
- Janet Traphagen, President of Creative Group
- John Iannini, CITP, CTC, Vice President, Business Travel & Meetings and Events Americas, Melia Hotels International | SITE Foundation President 2018
- Shelia Cleary, SVP, Recognition and Conferences, National Life Group, Montpelier, VT



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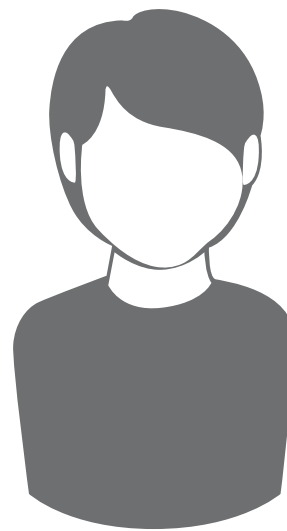


SETTING THE SCENE ...

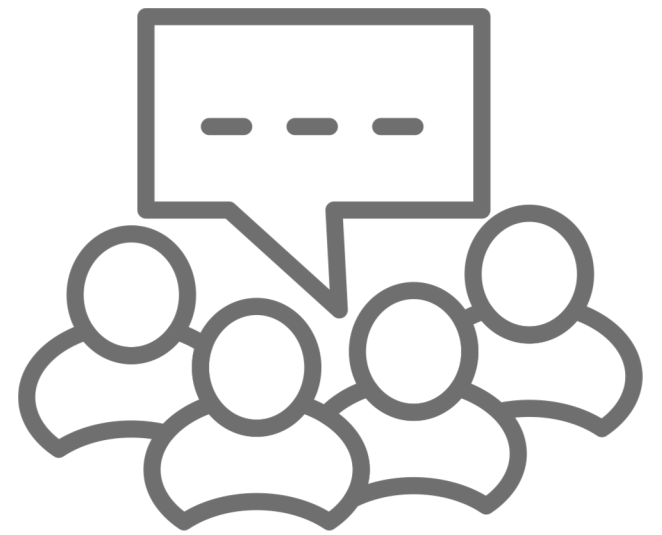




80+ countries



18 years
in industry



1016
responses

AREAS OF INQUIRY

- Budget
- Business Impact
- Inclusions & Logistics
- Destination Selection
- Deep Dive – Regionality, Per Person Spend





INCENTIVE TRAVEL

is in
RUDE HEALTH

KEY TAKEAWAYS ...

The 5 key take-aways are:

1. Budgets for 2018 are up
2. More qualifiers than ever
3. Incentive as builder of workplace culture
4. Increase in use of All Inclusive Destinations
5. Wellness is the new golf





BUDGETS ARE UP ...

- 54% of all buyers report increase in budgets
- Per person median is \$4,000 – same as last year but \$1,000 more than 2016 figure
- Per person average for corporate buyers is \$8,151
- Per person average for agencies is \$5,193
- Wide range per person spend on incentives with some in the region of \$50,000





MORE QUALIFIERS THAN EVER

- Globally 65% of all buyers are increasing the number of qualifiers (58% in US, 67% in EU and 73% in Asia)
- Incentive Houses are seeing significant increases – in 2017 54% reported an increase in qualifiers, in 2018 this is 71%

INCENTIVES AS A BUILDER OF WORKPLACE CULTURE

- Sales and profitability are still the top reasons
- “Better relationship building between employees and management” was the 5th most important objective for incentives in 2017 but it’s now the 2nd
- Also ranking in Top 5 – “improved employee engagement and morale” and “Better relationship building between employees”





INCREASE IN USE OF “ALL-INCLUSIVE” DESTINATIONS

- The number of Buyers taking steps to reduce costs has been increasing every year, moving from 73% in 2015 to 78% in 2016, 80% in 2017 and 82% in 2018
- Use of all inclusive destinations much more pronounced amongst Incentive Houses (48% are doing it) than corporate end users (26% are doing it)



WELLNESS IS THE NEW GOLF

- When asked about “inclusions” in incentive travel programs, 86% of buyers highlighted Wellness (Yoga, Healthy meals etc.)
- Wellness (86%) trumps CSR (74%)
- CSR falling out of favor particularly with Corporate Buyers (down from 94% in 2017 to 73% in 2018)



CONTACT



Padraic Gilligan CIS, CITP
Chief Marketing Officer
pgilligan@siteglobal.com
+353 86 8113134



Steve Bova, CAE
Executive Director
sbova@ficpnet.com
312-245-1023



Melissa Van Dyke
President
m.vandyke@theIRF.org
703-935-8565