



INCENTIVE TRAVEL STATISTICS

2023

61%

of buyers expect incentive travel activity will recover above, or slightly above 2019 levels by 2024.

80%

of buyers see rising costs and inflation as a challenge to incentive travel.

DOWNTIME:

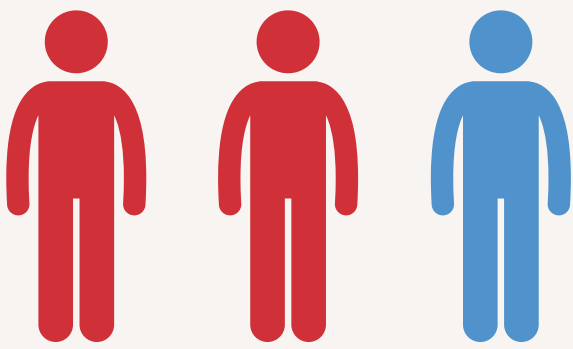
89%

list downtime as the most important factor for incentive travel.

CLOSER TO HOME:

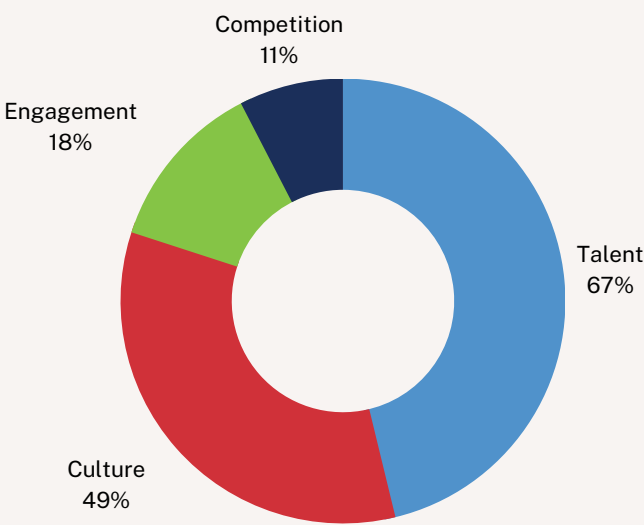
49%

of participants want destinations closer to home.



2 OUT OF 3

Two-thirds (66%) of buyers expect soft power benefits: culture, engagement, and relationships.



DRIVERS OF STRATEGIC IMPORTANCE

Retaining talented employees (67%), bringing together a dispersed workforce (49%), keeping channel partners engaged (18%), competitive advantage in the hiring process (11%).

REFERENCES

Incentive Travel Index: 2022 Survey
Incentive Research Foundation 2023 Trends Report