

▶ **Attendee Preferences for Incentive Travel:
How the Right Destinations and Good Program Design Boost Employee
Motivation**

May 2023

▶ Survey Overview

- For the third straight year, the IRF conducted a study that examines incentive travel program participant preferences to determine the most motivating program design and destinations.
- This year, the study has evolved to include more data on experience design to complement the focus on destinations that have been the primary emphasis of the previous two iterations of the study.
- The current study also includes some questions directed toward participants who previously visited a popular destination to assess their interest in returning and recommending the destination as an incentive award trip.

- ✓ 400 survey respondents
- ✓ Employed full-time in a sales role
 - ✓ Eligible for an incentive travel award sometime within the past three years
 - ✓ 21+ years of age
 - ✓ Cannot be self-employed, an independent contractor, or a temporary employee
- ✓ Panel supplied sample
- ✓ Approximately 10-minute survey

- **43% of survey participants reported they won an incentive travel award sometime within the past three years.**
- **73% of these awards were for trips within North America; 27% were international trips**

Overall Appeal of Incentive Travel

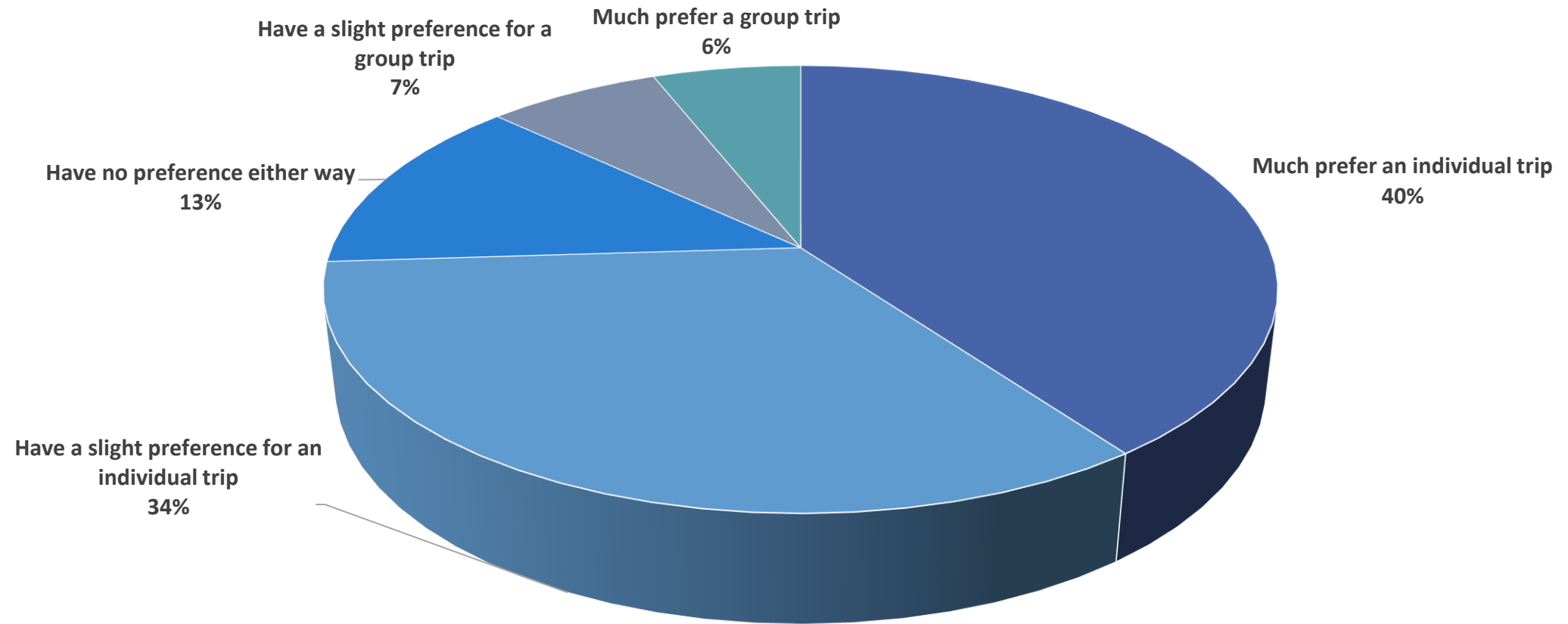


▶ Key Findings: Overall Appeal

- While the data show that participants prefer the idea of an individual trip, the greater takeaway is the importance of integrating elements of a private trip into a group experience.
 - 74% preferred an individual experience, with 40% saying they ‘much prefer’ an individual experience.
 - Only 13% prefer a group experience, with only 6% saying they ‘much prefer’ a group experience.
- The primary reasons for preferring an individual experience were that the individual experience offers more privacy and flexibility, although these things can be arguably integrated into a group experience.
- Among the people who prefer the group experience, the primary reasons were being able to share activities with colleagues and having a group travel coordinator who takes care of everything.
- While people are far more likely to prefer an individual trip, group travel still has a high amount of motivational appeal among people who would rather go solo.
 - 88% of those that prefer individual travel describe a group travel experience as either ‘very’ or ‘extremely’ motivating.

Preference for Individual vs. Group Travel

If given the choice between a group incentive travel experience or an individual incentive travel experience, which would you prefer?



► Reasons Why People Prefer Individual Travel

Reason	Percent
Like the privacy of an individual travel experience	61%
More flexibility with an individual travel experience	56%
Would rather not be forced to participate in group activities	35%
Would rather not be forced to interact with my colleagues	32%
Freedom to do what I want and not be on someone else's schedule	28%
Don't want to have to interact with my company's leaders on an incentive trip	21%
Other	<1%