

SITE Index

The most comprehensive global study in the incentive travel industry that covers:

- Challenges for our industry
- Behaviors of buyers and suppliers
- Leading indicators for future trends

SITE Foundation

Mission: To create compelling content to inform business professionals of the bold results incentive travel produces, and to provide industry insights to further careers of current incentive professionals.

Vision: To ignite passion for incentive travel through knowledge sharing.

Survey Methodology

- The SITE Index has been conducted on behalf of the SITE Foundation by JD Power since 2015
- Survey conducted July - August 2017
 - English (American and British), Spanish and Mandarin
 - Questions were framed to reflect the different perspectives of buyers and suppliers
- In 2017 the survey was taken by 574 professionals in 72 countries which makes it the incentive industry's most engaging research both by volume and geographical spread of respondents
- Four primary areas of inquiry: Business Impact/Corporate Responsibility, Budgets, Logistics and Destination Selection
- Results were compared over past two years



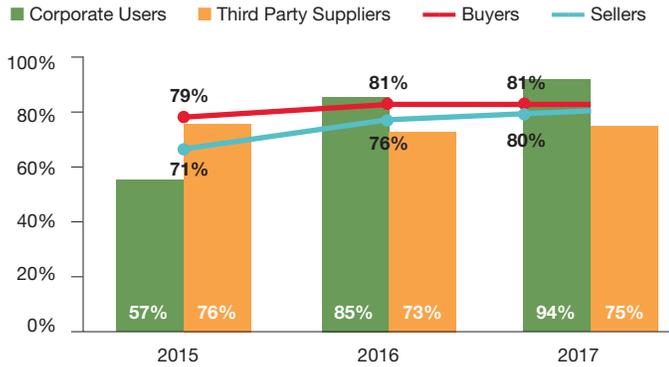
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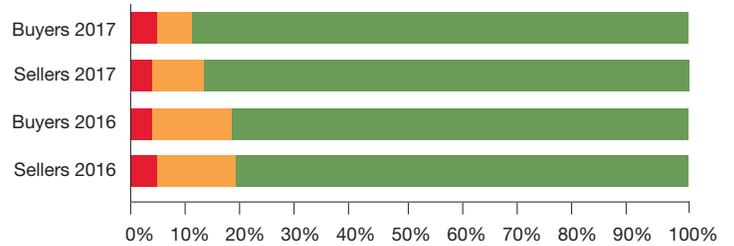
Have questions? Email SITE@SITEglobal.com or call SITE Headquarters at +1.312.321.5148.

Both Buyers and Sellers identify sustainability and being “green” as the top condition having a positive impact on incentive travel program. A large majority of incentive travel programs now include at least one corporate social responsibility (CSR) activity



The belief that incentive travel programs are a strong motivator of performance is on the rise among both Buyers and Sellers

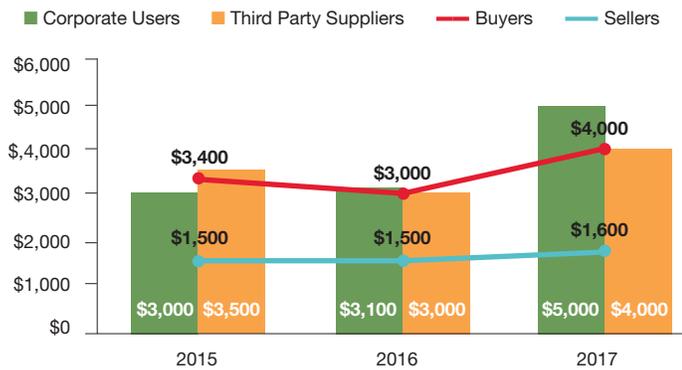
- I really do not believe they are effective for motivating performance
- I think they are effective with some employees but other people would probably prefer to stay home and get the cash equivalent
- I am a strong advocate and believer in incentive travel programs as a motivator of performance



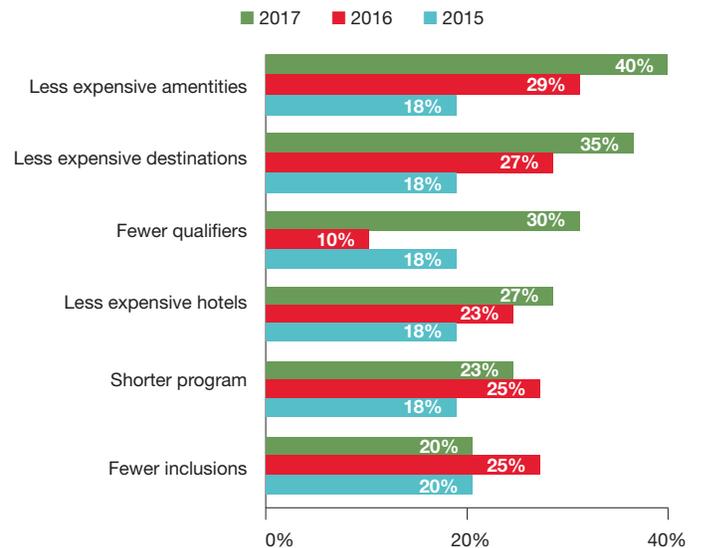
There is more optimism about the world and national economy both among Buyers and Sellers



Nearly half of Buyers report an increase in their overall incentive travel budgets, led by Corporate Users reporting an average spend of \$5,000



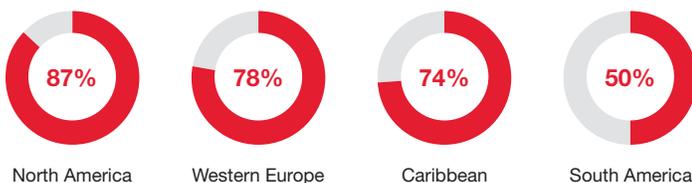
Although budgets have increased, Buyers are looking for ways to reduce costs, led by selection of less expensive amenities and destinations



Technology is becoming an increasingly important part of the development and deployment of programs – whether it’s for communications, budgeting or operations



North America, Western Europe, Caribbean, and South America are the most used regions and post an increase in 2017



Buyers and Sellers have similar views on what is important in selecting a destination

(1 being most important and 7 being least important - 2017)

