



cvent

INCENTIVE PULSE SURVEY

A background image of the San Diego skyline at sunset, with the city's reflection on the water. The image is overlaid with a semi-transparent blue grid pattern.

**NEW
DATA**

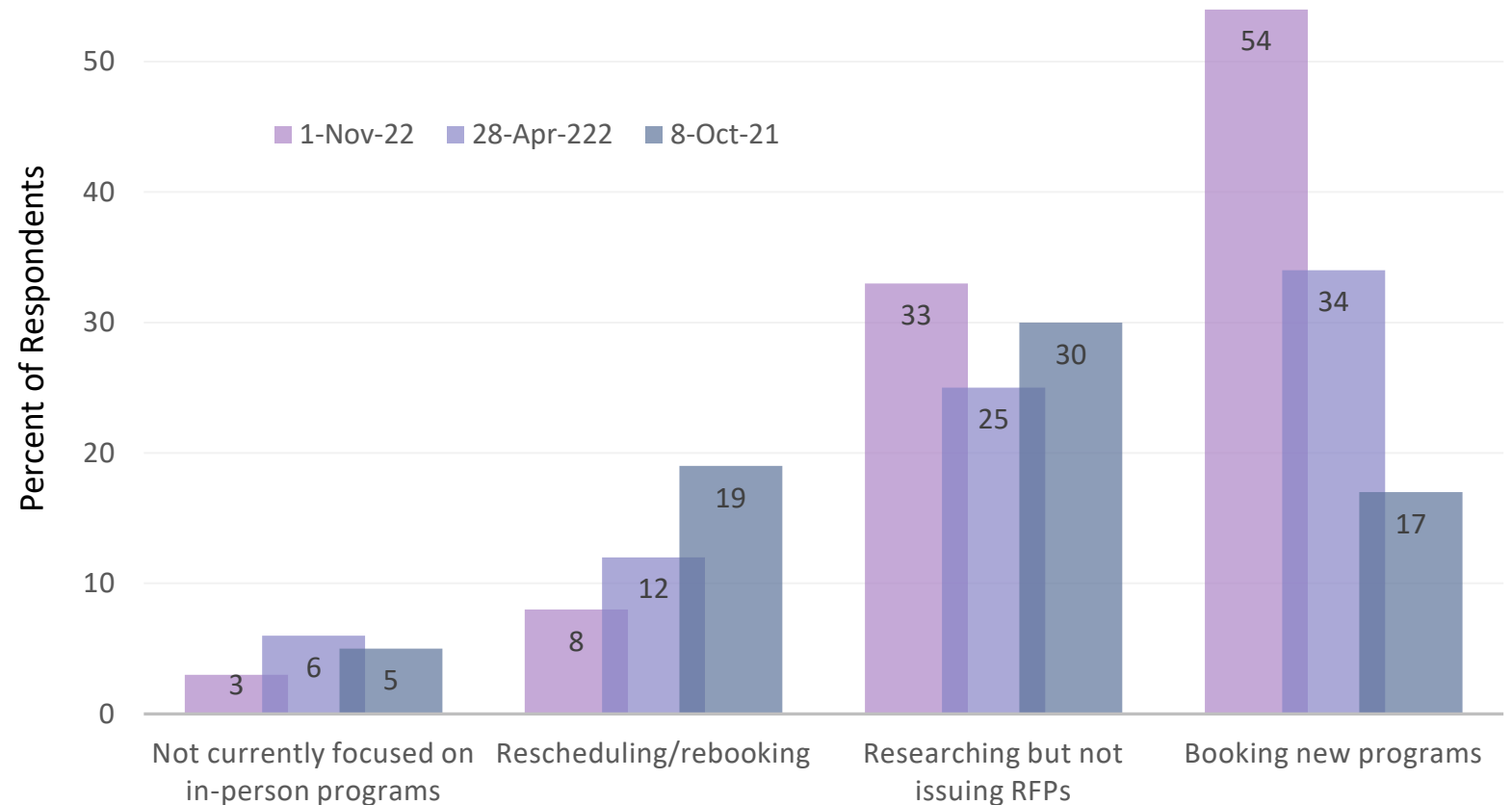
NOVEMBER 3, 2022

Survey Methodology:

- This cycle of the Northstar Meetings Group/Cvent Incentive Pulse Survey was in the field collecting responses from October 18 to November 1 and was posted to northstarm meetingsgroup.com on November 3, 2022.
- The data comprises 145 responses from qualified incentive travel program planners only.
- As an incentive, respondents participating in the survey and opting into Northstar's privacy policies were entered into a drawing to win one of five travel passport covers compliments of TUMI, a premier provider of travel accessories. In addition, these respondents received a copy of the survey results prior to their public release.

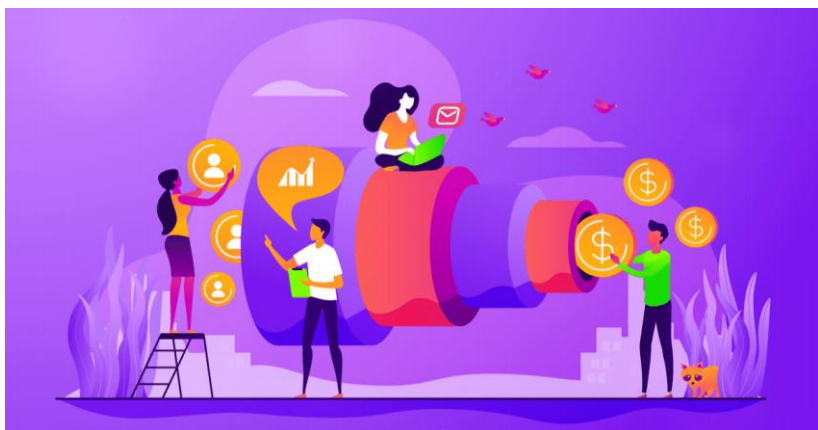
Incentive Travel is Back in a Big Way

Three times as many planners are booking new programs compared to one year ago.

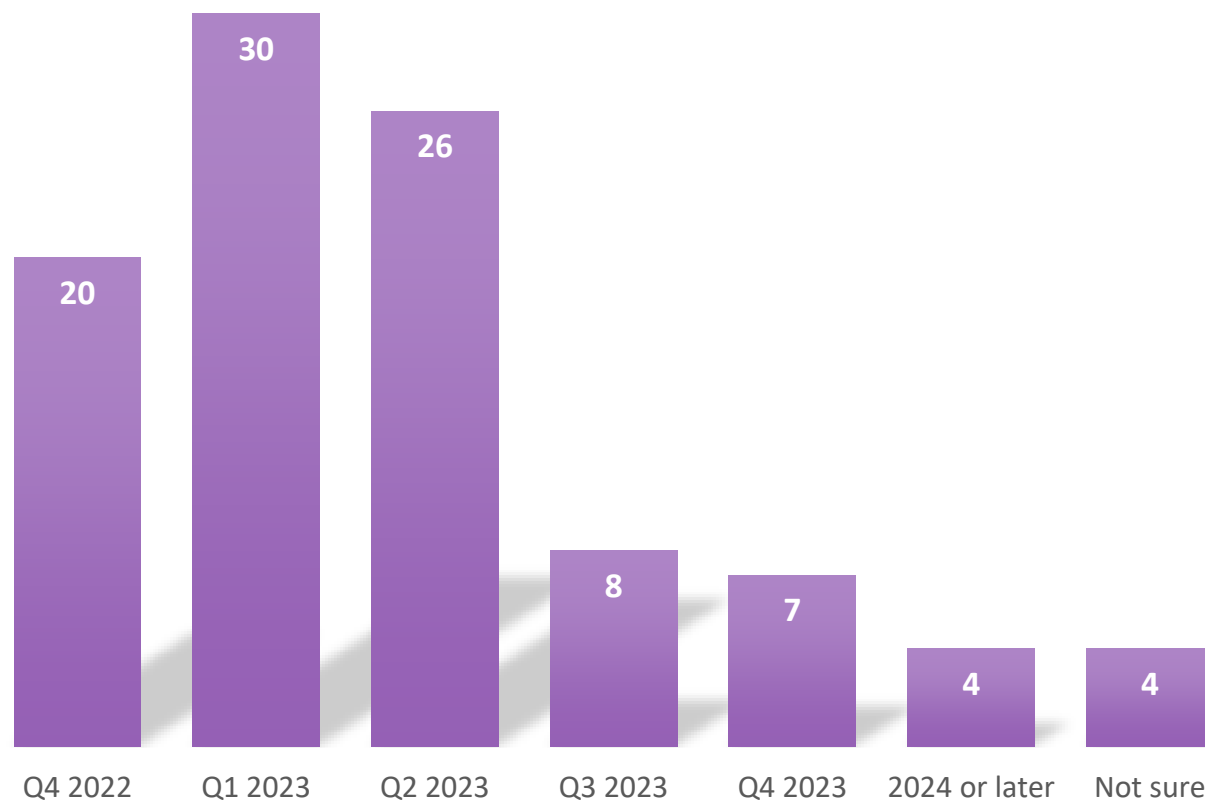


Half of all incentive travel planners will produce their next program during the next six months.

The Pipeline of Incentive Travel Programs

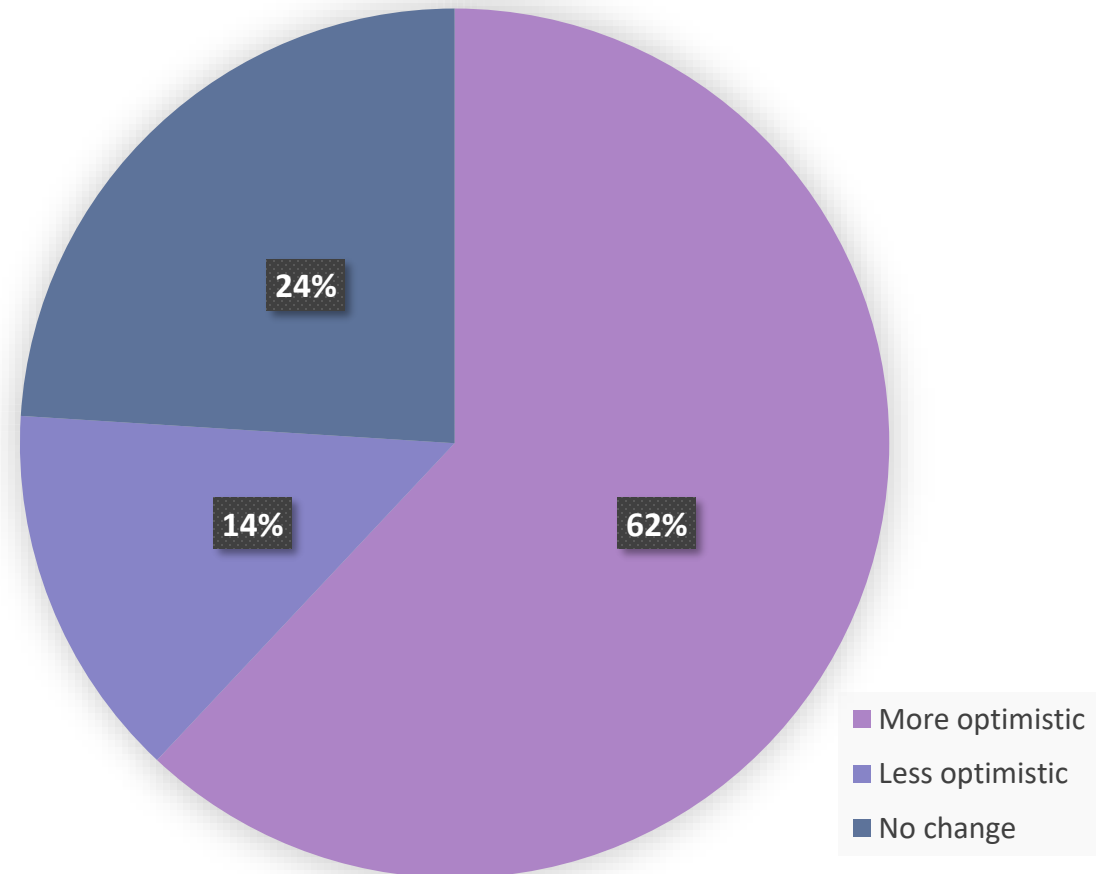


Percent of Respondents



The Future Looks Bright for Incentive Travel

62% of incentive program planners are more optimistic than they were 6 months ago.



US, the Caribbean, Europe and Canada See Future Program Growth

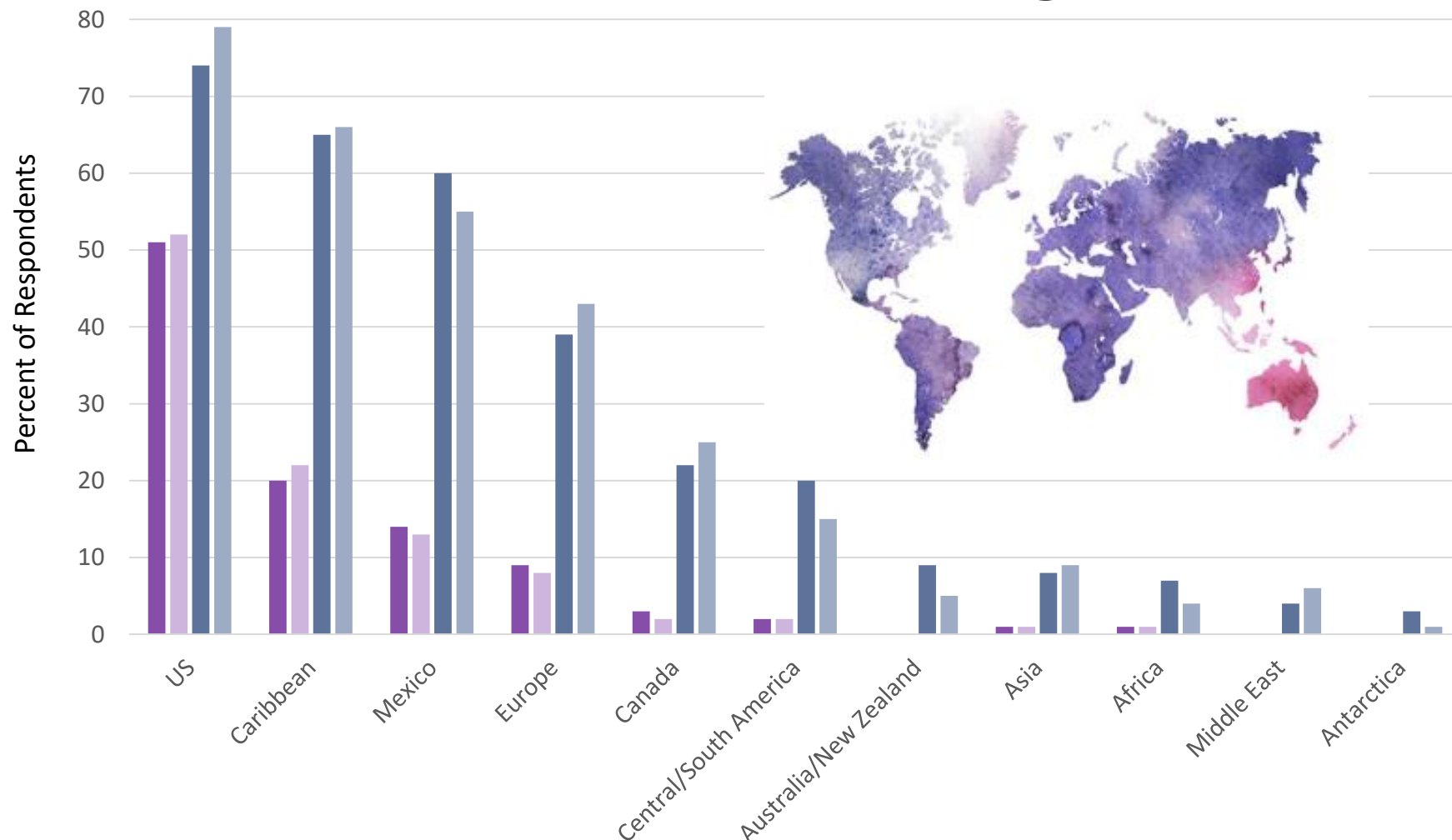
Where will your next incentive program be held?

■ April 2022
■ November 2022

What destinations are you currently considering for future incentive programs?

■ April 2022
■ November 2022

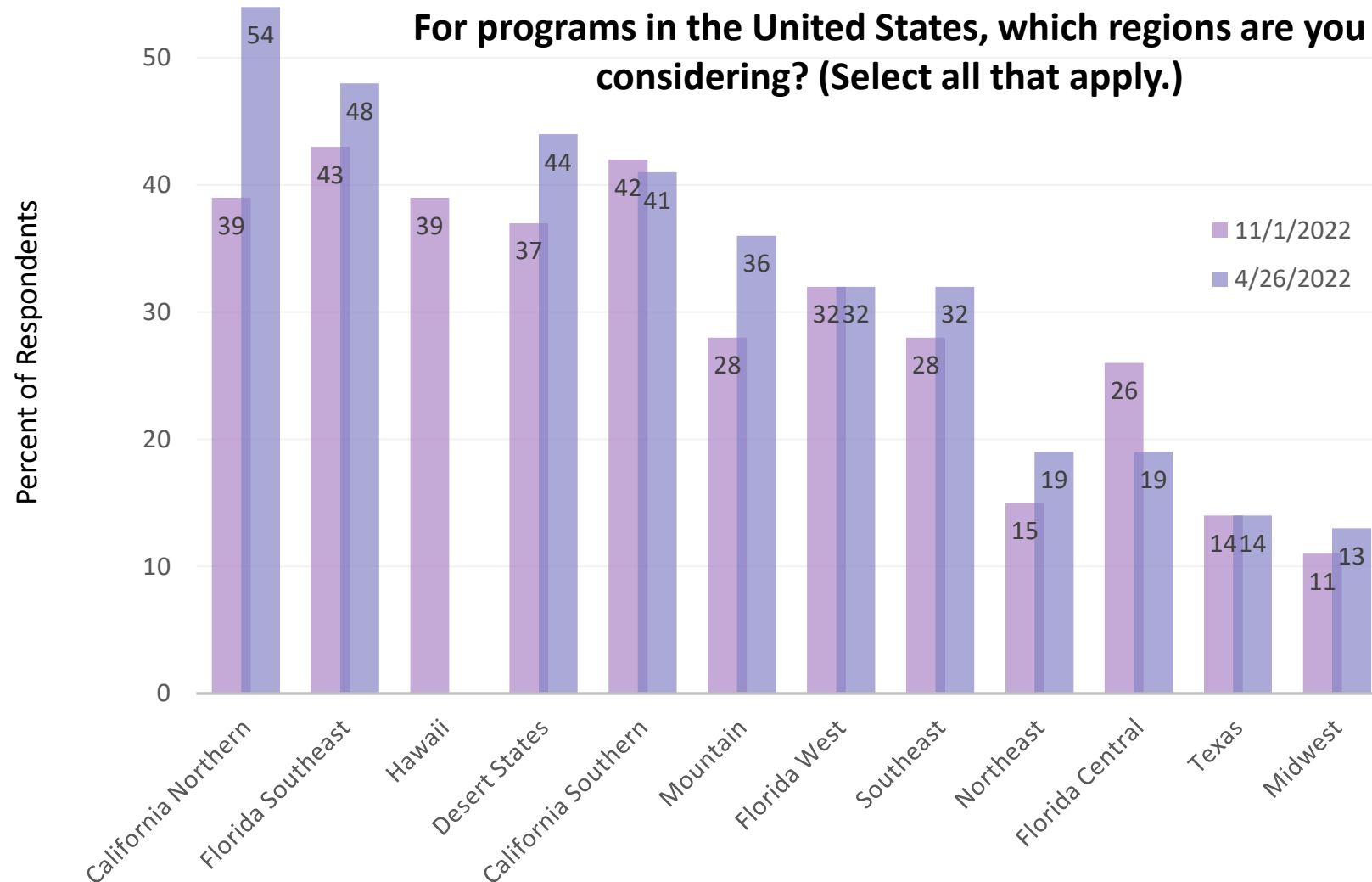
Current vs. Future Programs



Future US Programs

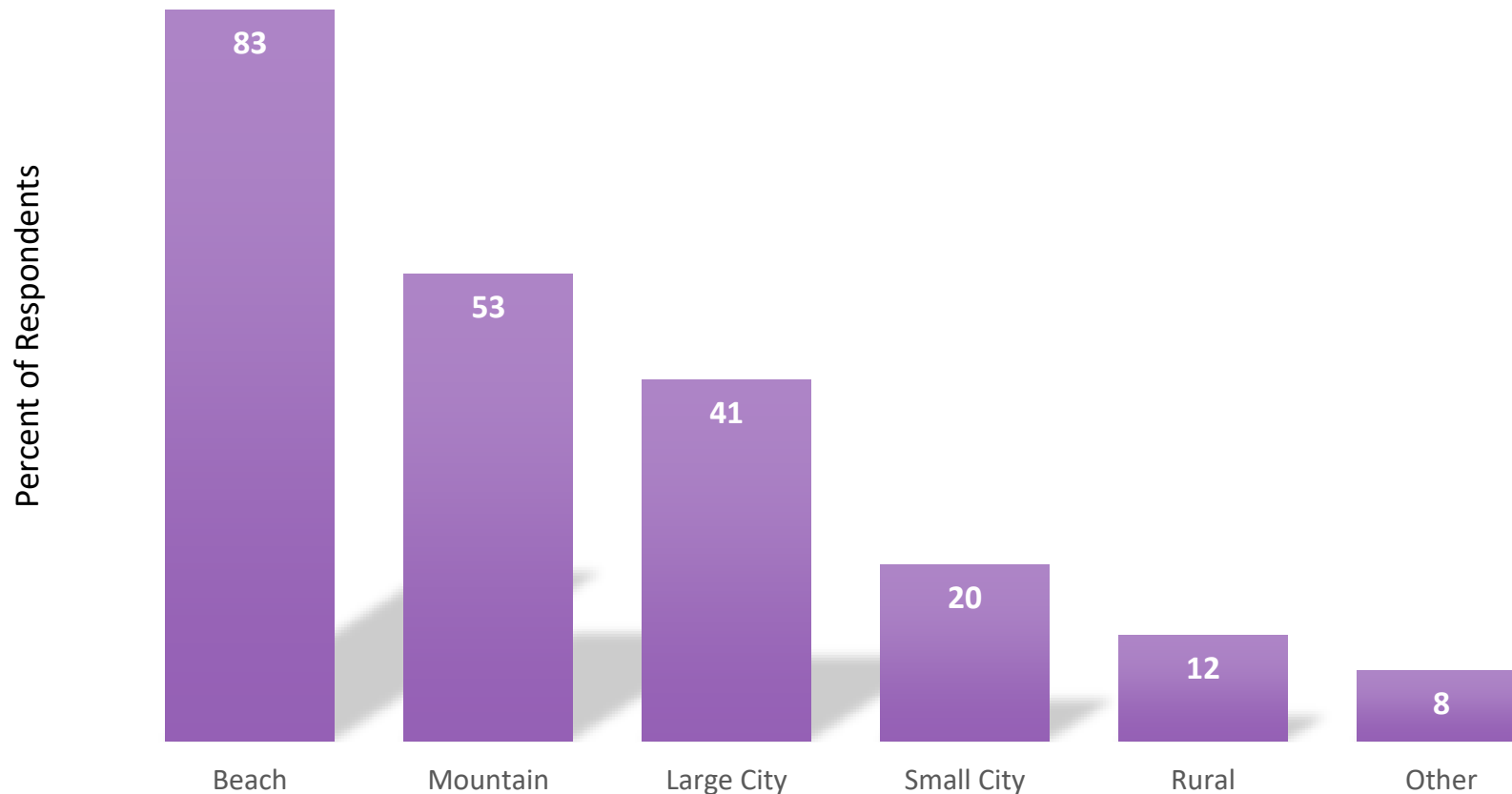


(Not including Alaska)



Beach Destinations Are in High Demand

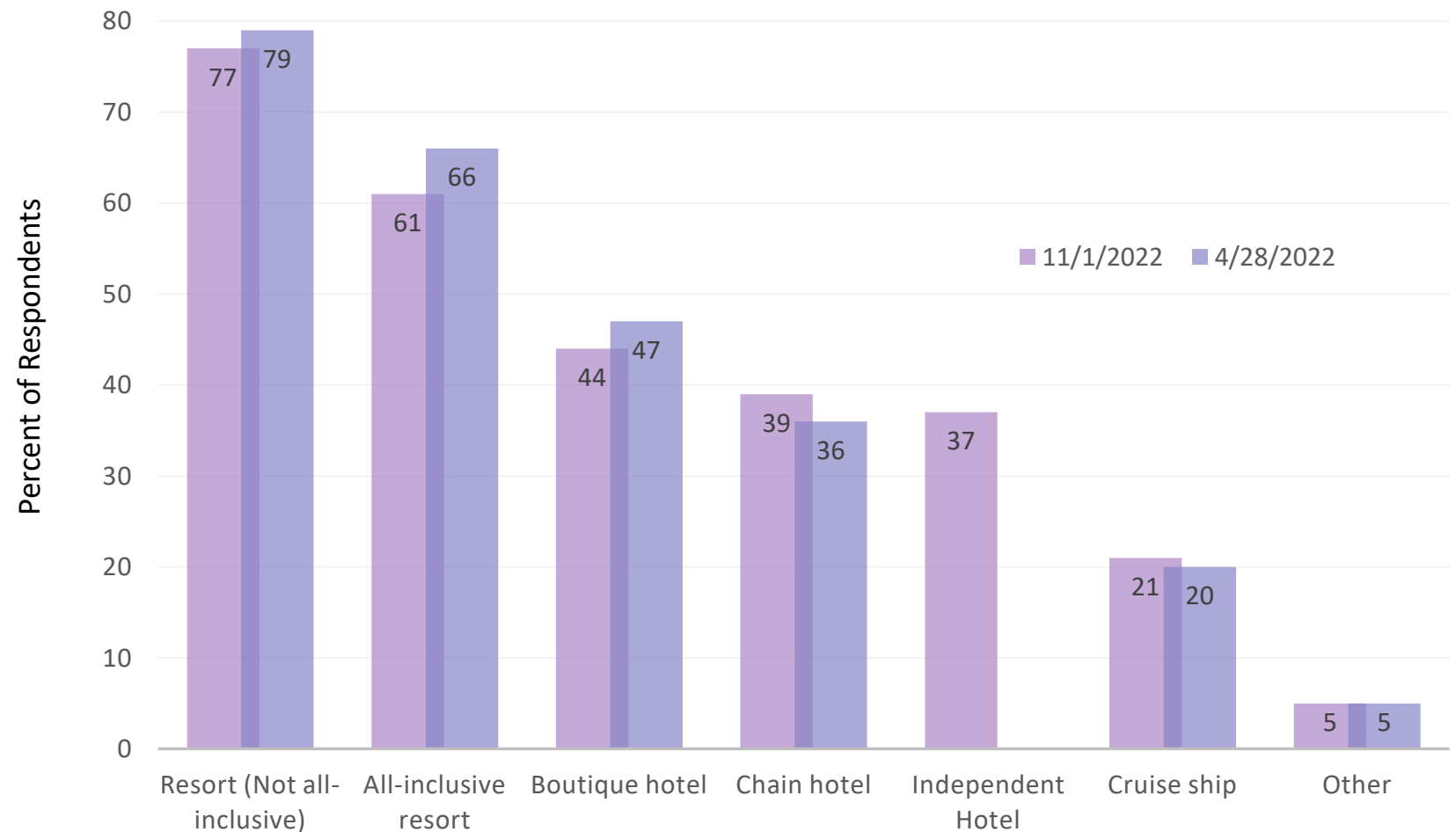
Which types of destinations
are you currently
considering for incentive
travel programs?
(Select all that apply.)



Accommodation Types Vary, Depending on the Program



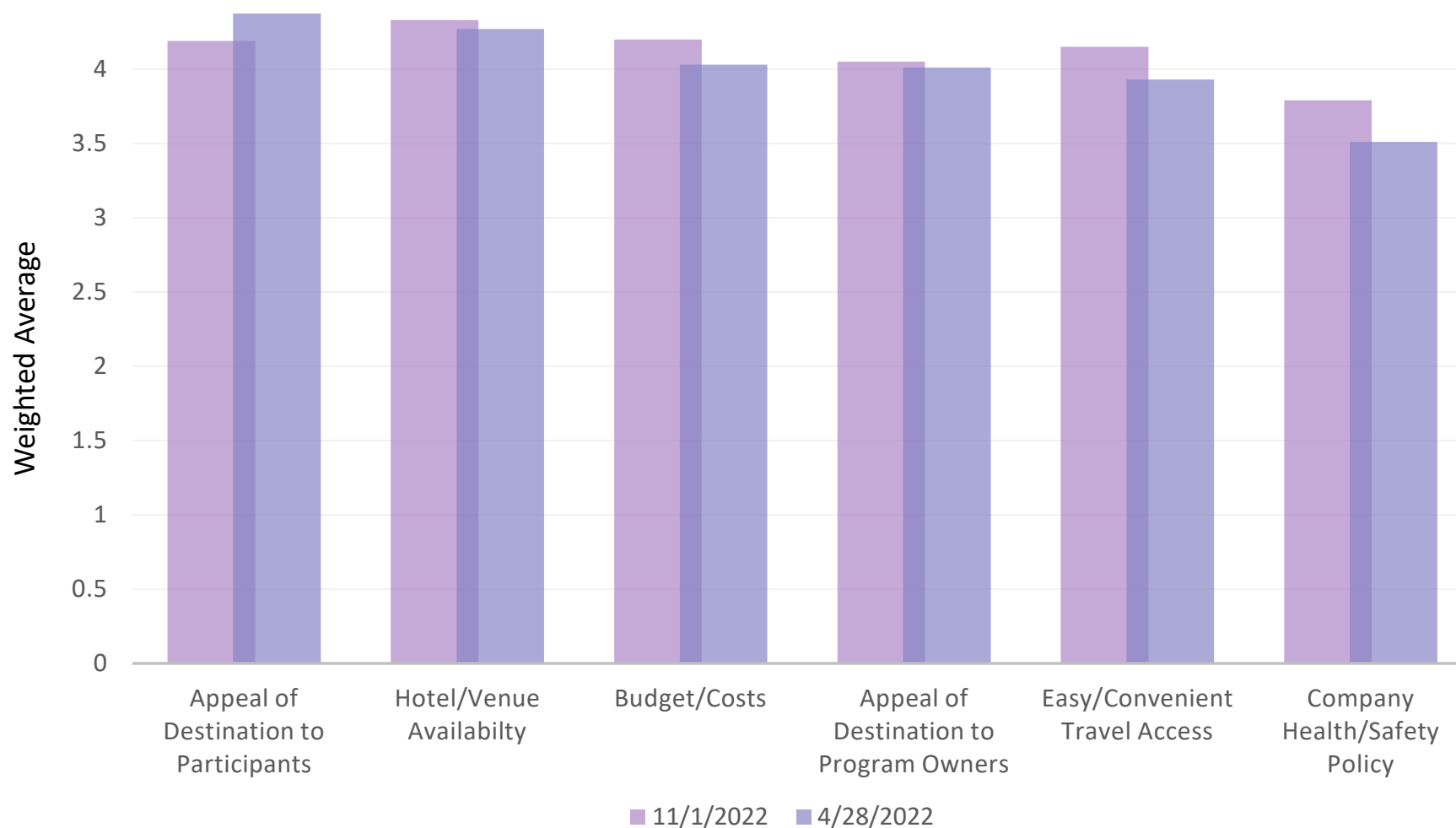
Which type of accommodations are you sourcing for the incentive travel programs you are currently planning? (Select all that apply.)



Top Priority: Hotel/Venue Availability

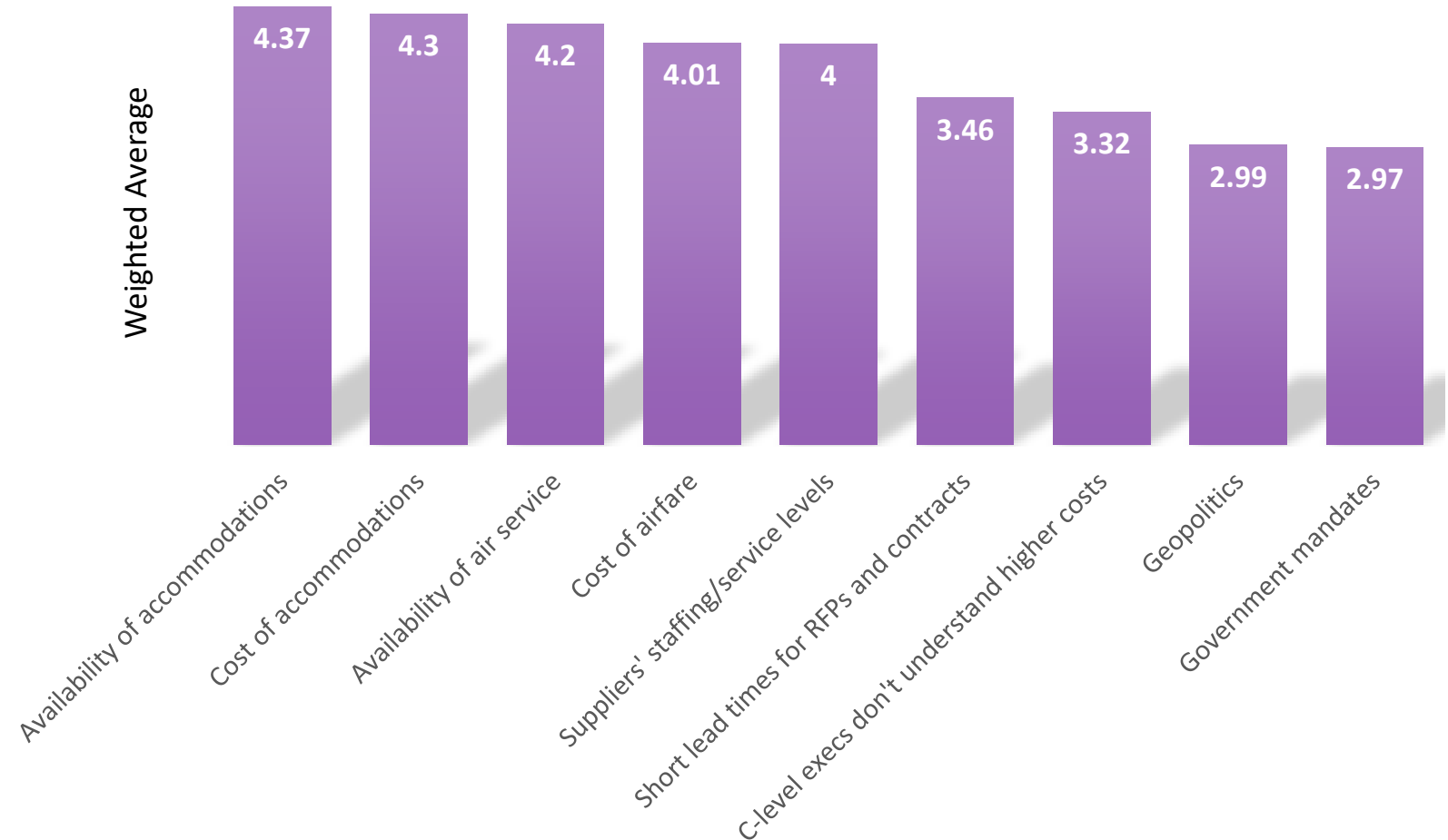
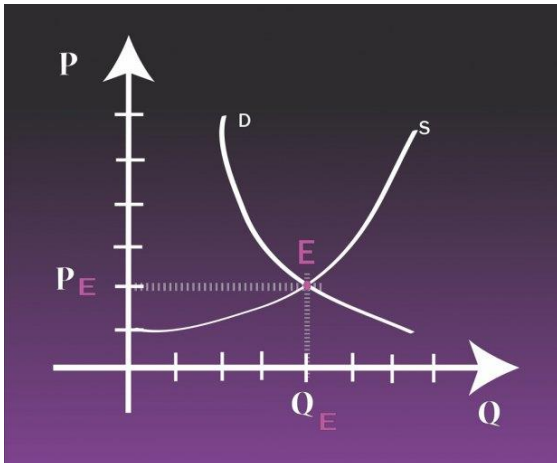


Please rank the relative importance of the following factors for the incentive programs you are currently planning (on a scale of 1 to 5, with 1 being “not at all important” and 5 being “extremely important”).

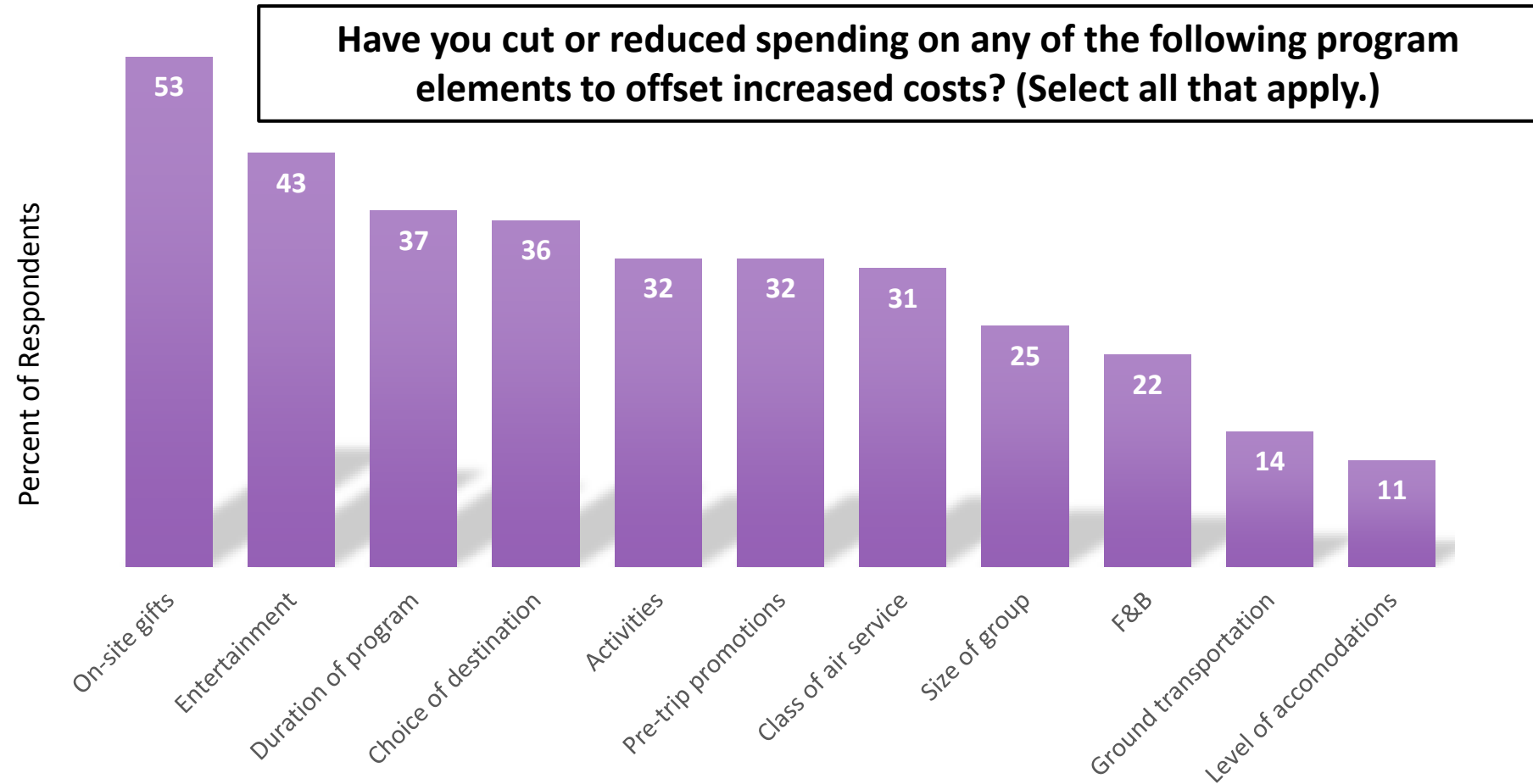
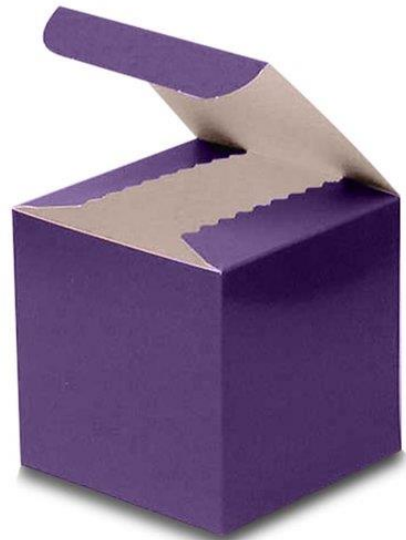


Accommodations are Scarce and Costly

To what extent are the following factors affecting your incentive program planning decisions (on a scale of 1 to 5, with 1 being “not at all” and 5 being “very significantly”).

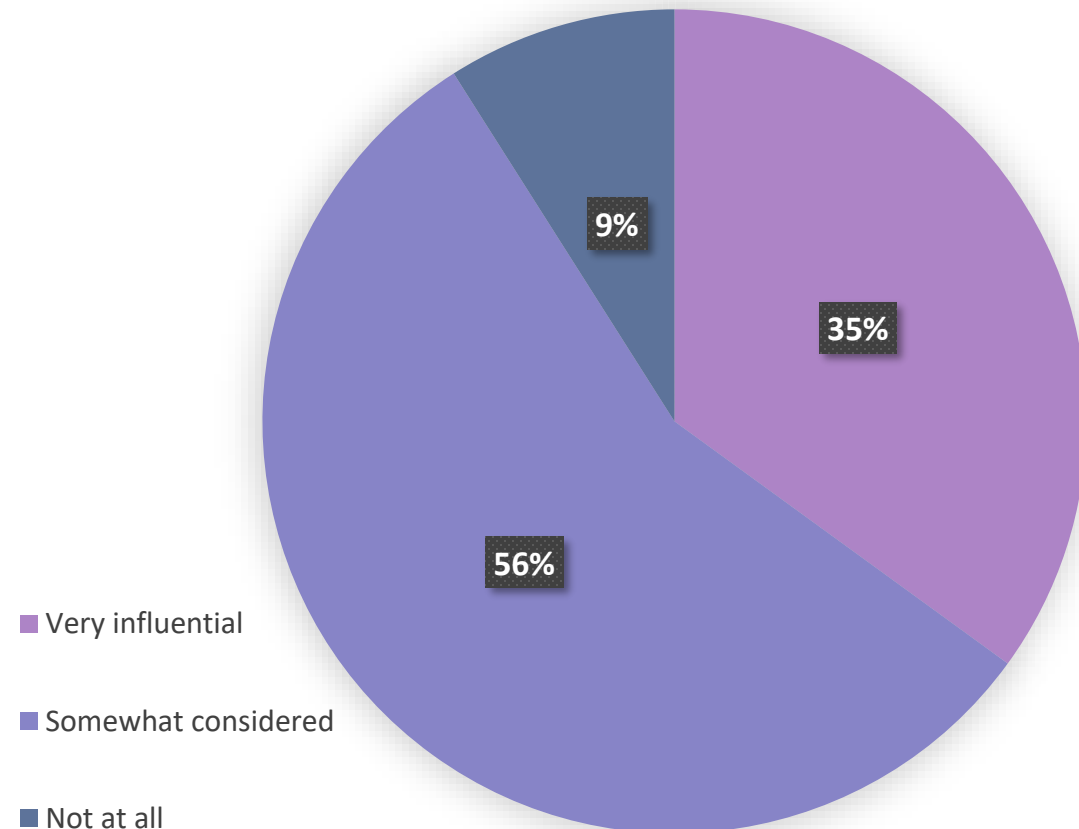


To Offset Costs, On-Site Gifts Have Been Cut Back



Participants' Preferences Are “Very Influential” for 35% of Planners

To what extent are participants' preferences a factor in destination decisions?

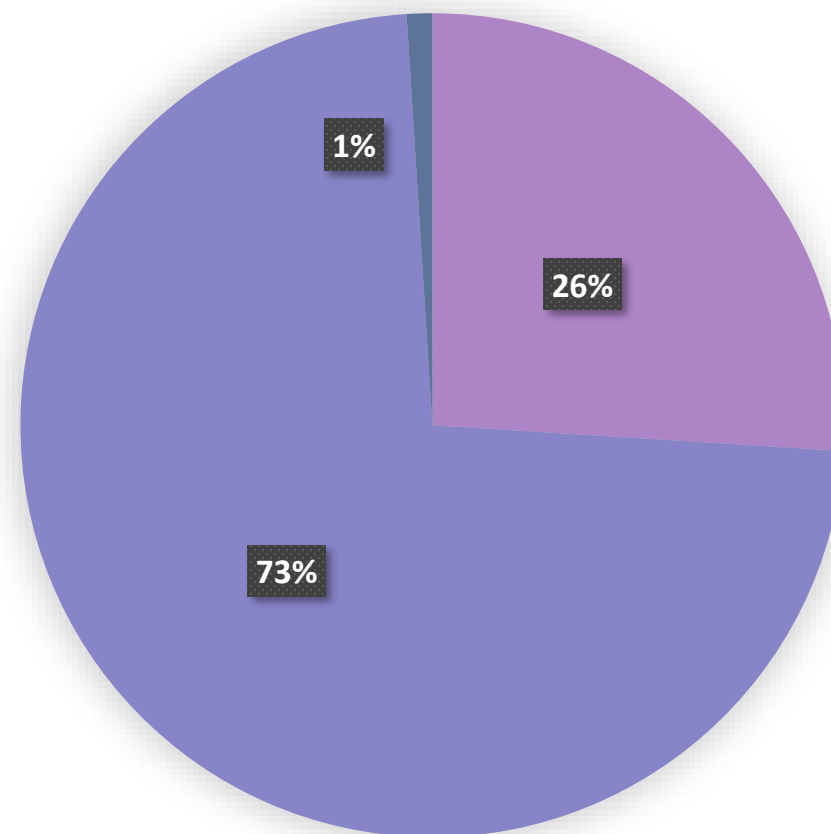


Covid-19 is Having No Impact on Most Incentive Travel Planners

Is concern for Covid-19 impacting your current planning in any way?



■ Yes
■ No
■ Other



In Summary:

- ✓ Incentive travel is back! Three times as many planners are actively booking new programs compared to last year.
- ✓ The next six months will be busy. Half of all incentive travel planners will produce their next program in the next six months.
- ✓ Nearly 2 of every three planners are more optimistic than they were six months ago.
- ✓ Current and future US programs look strong, while the Caribbean, Europe and Canada will see future program growth.
- ✓ Beaches are the destination of choice, with South Florida, Southern California, Northern California and Hawaii the most preferred US regions.
- ✓ Availability of accommodations and their cost are the two biggest factors impacting planning today.
- ✓ To offset costs, on-site gifts have been cut back.
- ✓ Nearly three of every four planners report Covid is having no impact on their incentive travel programs.

Select Verbatim Comments:

- “Incentive travel is continuing to lead our planning efforts. We’re confident the optimism will continue through 2023, despite inflation concerns.”
- “Demand is high, but so are air prices and space is tight, yet we’re busier than ever. Covid doesn’t seem to be of much a concern anymore and groups are eager to travel.”
- “Costs, airline schedules and poor airline service, as well as diminished service levels at destinations, are our biggest hurdles now in planning and delivering incentive travel.”
- “The strength of the US dollar is helping push incentives outside of the United States.”
- “Budgets are down but client expectations are not. Finding availability is getting harder and harder which causes delays in sourcing and decision making.”
- “Inflation is a killer, particularly with airfares and F&B. We’re relying more on all-inclusive resorts and cruise lines as the costs are more manageable.”