

The Case for Travel Incentives

More than 3 in 4
millennials or

78%

would choose to spend
money on a desirable
experience or event over
buying something desirable

*Eventbrite & Harris – Millennials fueling
the experience economy*

Experiential purchases provide
more enduring happiness
than material purchases

Amit Kumar – Cornell University Dept. of Psychology



Organizations who use
incentive travel as an
employee engagement
award see

three times higher revenue

and have experienced

an ROI of 84%

Incentive Research Foundation



Employees who went on an incentive
trip experienced on average an

18% increase

in productivity when they
returned to work

Incentive Research Foundation



Travel reduces stress and helps
manage negative emotions

American Psychological Association



96%

of employees say they
are motivated by
travel incentives, and

72%

who earn the reward
say they feel increased
loyalty to the company

*SITE International Foundation &
the Incentive Travel Council*