



Milestone Index Study on Incentive Travel to be Produced by FICP, IRF and SITE Collaboration

May 1, 2018: The volunteer and management leadership of the Society for Incentive Travel Excellence (SITE), the Financial and Insurance Conference Professionals (FICP), and the Incentive Research Foundation (IRF) are proud to announce the development of the industry's first joint index study: *The Incentive Travel Industry Index powered by SITE Index, IRF Outlook and FICP*. This collaboration will constitute a landmark for the industry by providing unprecedented, consolidated insight into where the incentive travel industry is headed.

The Incentive Travel Industry Index, produced on an annual basis, will provide a forecast and analysis of business conditions, attitudes and expectations impacting the incentive travel and motivational events industry. It will explore how the various industry challenges are impacting market growth for both buyers and suppliers and will provide leading indicators of future trends.

This consolidated piece of research, executed by JD Power, will be the definitive annual index of the state of the Incentive Travel Industry and its major trends. Key benefits of the study include:

- Provides necessary decision-making insights and trends for corporate meeting and incentive planners, third parties and suppliers of the Incentive Travel industry on an annual basis
- Based on a single unique, all-encompassing questionnaire avoiding cross-industry duplication and consistency
- Will be released early enough to coincide with the marketing and budgeting cycle of most organizations
- Promoted by an extensive go-to-market plan and sessions held at the various associations' events as well as major trade shows

The collaboration will release the survey instrument for response this spring with results available in late summer.

Didier Scaillet CIS, Melissa Van Dyke and Steve Bova, the respective executive leaders of SITE, IRF and FICP issued a joint statement saying, "Along with our individual organization's esteemed Board of Directors and Trustees, we look forward to continuing to amplify our respective roles as leading voices within the incentive travel industry and to helping our industry grow from this ground-breaking collaboration."

About FICP

FICP is a community of financial services and insurance industry meetings and events professionals dedicated to developing members, and advocating the positive impact and value of their work. We elevate the profession by leveraging partnerships and our members' collective skills and experiences to create purposeful interactions for all stakeholders whose professional success is linked to our members' work. Learn more at www.ficpnet.com.

About The IRF

The Incentive Research Foundation (TheIRF.org) funds and promotes research to advance the science and enhance the awareness and appropriate application of motivation and incentives in business and industry globally. The goal is to increase the understanding, effective use and resultant benefits of incentives to businesses that currently use incentives and others interested in improved performance.

About SITE

SITE, the Society for Incentive Travel Excellence is the only global organization dedicated to strengthening and supporting the incentive travel industry. SITE members help companies maximize workforce output by creating and delivering incentive travel programs that inspire people to exceed expectations and transcend their goals. Our research proves the ROI for incentive travel, which is a powerful business tool that strengthens employee retention, improves performance and fosters a culture of thoughtful motivation and sustained success. www.SITEglobal.com.