

## IRF: Cancellations of 2020 Incentive Trips Trending Up

As COVID-19 continues to impact the travel industry, the Incentive Research Foundation conducted its second pulse survey about incentive travel award programs. Comparing data collected in July to April 2020, [COVID-19's Impact on the Incentive Travel Industry \(July 2020\)](#) reports the rate of cancellations for 2020 has increased by 70%. Most incentive travel programs were projected to resume during the second quarter of 2021.

“Although incentive travel has been postponed, employee motivation and recognition continue to be critically important during these challenging times,” said Stephanie Harris, IRF President. “Incentive program owners are shifting their 2020 strategies to focus on virtual recognition events and providing alternate awards – while planning a return to incentive travel in 2021.”

Key findings in *COVID-19's Impact on the Incentive Travel Industry* include:

- The rate of cancellations for incentive travel programs in 2020 is 42.5% (compared to 25% reported in April)
- The second quarter of 2021 is the soonest incentive trips will be held for most program sizes
- Of those who postponed their incentive travel reward, 79% noted that there had been no change to their budget, an increase of 9% over the April findings
- Among those cancelling their programs, 78% were providing alternative awards, including points, gift card, merchandise, and individual travel options
- Attendee sentiment (e.g., willingness to travel) was the leading decision factor for moving forward with operating an incentive travel program

To download a copy of the report, please visit [COVID-19's Impact on the Incentive Travel Industry \(July 2020\) webpage](#).

### ABOUT THE IRF

The Incentive Research Foundation (IRF), a private not-for-profit foundation, funds research studies and develops products serving all segments of the global incentive industry. The Foundation focuses its initiatives on pragmatic research highlighting the premise and the power of incentive and motivational programs.

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