

Making the Case for Incentive Travel

Five Things You Should Know

Incentive Travel has the power to move minds and hearts—igniting motivation, building loyalty, and driving sales and business success. Here are five compelling metrics from the Incentive Research Foundation to support your program.



Case studies show an ROI of 112% when travel rewards are used as a sales incentive.

Source: [Measuring the ROI of Sales Incentive Programs](#)



Overall, incentive programs can increase individual performance by an average of 22%.

Source: [Incentives, Motivation and Workplace Performance: Research and Best Practices](#)



Salespeople attach great importance to their standing and being part of the President's Club, and would forego about \$30,000 (roughly 5% of take home pay) just to get into the President's Club.

Source: [Award Program Value & Evidence White Paper](#)



From the Impact of Incentive Travel study, we know that travel programs have the following effects:

- **Corporate impact:** Incentive travel has ability to foster alignment of individual and corporate goals and culture
- **Participant impact:** Incentive travel creates experiences and rewards that are clearly differentiated from regular compensation and that are beyond what individuals would or could obtain on their own
- **Economic impact:** Non-cash incentives, specifically incentive travel, yield higher effectiveness and return on investment than cash alone

Source: [The Impact of incentive Travel Study](#)



A joint study by SITE and the Incentive Travel Council of the Incentive Marketing Association shows that even those who do not achieve the travel reward are motivated by it, capturing additional effort and the associated revenue.

- Of those who earned the reward, **95.5% said they were a little motivated, motivated, or extremely motivated** to earn the reward.
- And, **90.7% of non-earners were similarly motivated.**

Source: *This study is no longer available online. Contact us for a PDF and more information!*

Incentive travel is more than a reward—it's a powerful opportunity to recognize and celebrate people in meaningful, memorable ways.

When achievements are honored in person, in front of peers and loved ones, it deepens the impact and strengthens emotional connections. Shared experiences create lasting memories that build trust, loyalty, and a sense of belonging—foundations that drive long-term engagement and performance. Investing in incentive travel is investing in relationships, and relationships are the true currency of business success.

Need more information on how you can leverage incentive travel and rewards for your employee, channel, and customer programs and drive results? Our team is ready to help with industry-leading insights and solutions.

More Questions? We're here to help. Email us at connect@nxlperformance.com or give us a call at 866-213-2111. Visit us at nxlperformance.com

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