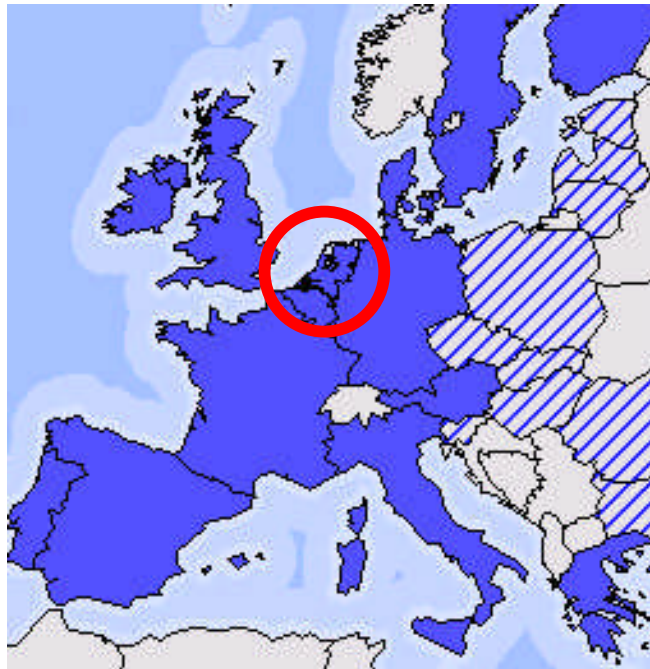


# INCENTIVE TRAVEL SURVEY

## THE DUTCH CORPORATE MARKET



Research conducted by:

Frederik W.J.A. Bijleveld

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Research on behalf of the Dutch SITE-chapter

Coordinated by André van den Berg, president

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**Research funded by The Incentive Research Foundation**

**TheIncentiveResearchFoundation**

DECEMBER 2004



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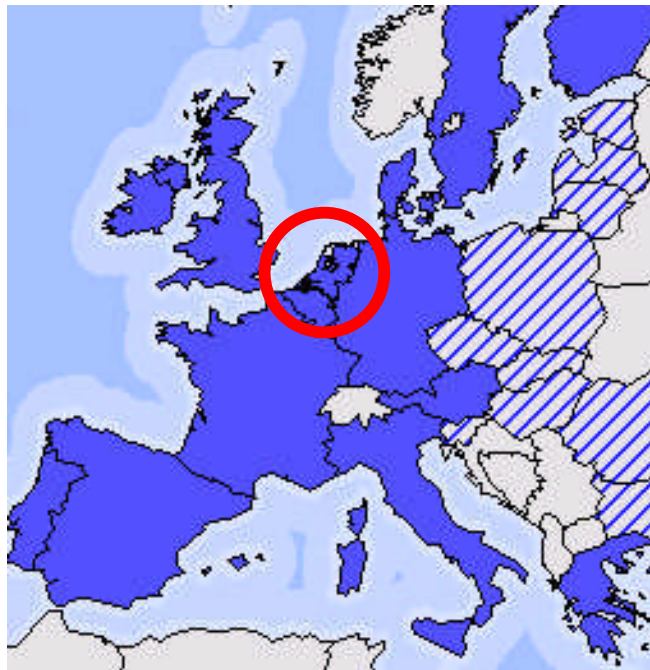
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## **Table of Contents**

1. Introduction and Methodology	1
2. Results Questionnaire	3
3. Key Findings and Recommendations	19
Appendix I - Introduction to Questionnaire (Participants)	21
Appendix: II - Questionnaire Participants (D-base)	23

# **1. Introduction and Methodology**

## **Introduction**

The Incentive Travel Survey on the Dutch Market 2004 was initiated by the Dutch SITE Chapter and was funded by SITE International Foundation. The objective is to provide members of SITE Nederland with in-depth information on the Dutch market for incentives and group travel. The survey was conducted by the former CEO of Incentive Holland Business Events and board member of SITE Nederland, Mister Frederik W.J.A. Bijleveld. Currently Mr. Bijleveld holds a position as Marketing consultant and honorary member of the Dutch SITE Chapter. A concept version of this report is presented during the General Assembly on November 12<sup>th</sup> this year. As of December 15<sup>th</sup> the final version will be accessible on [www.sitenederland.nl](http://www.sitenederland.nl). Special thanks to mister Frank Katusak (The Incentive Research Foundation) and mister Andre van den Berg (President SITE-NL) for their full scale support of this survey

## **Methodology**

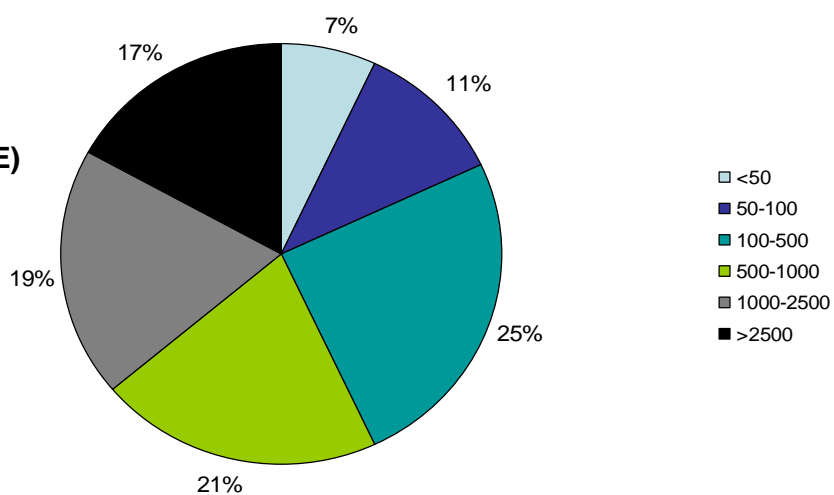
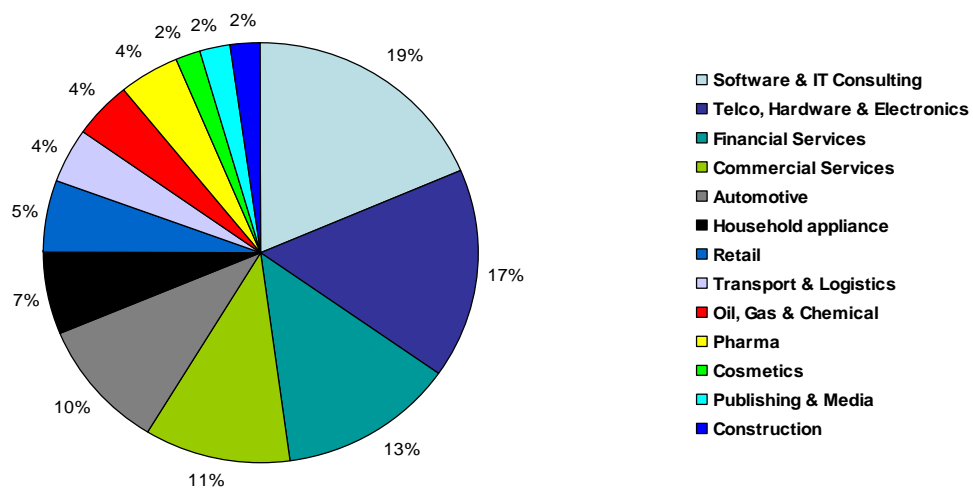
This research consists of a questionnaire<sup>1</sup> based on the input of the members of the Dutch SITE Chapter. A test mailing of 50 was made to ensure that the desired results would be obtained with the final mailing. Based on the outcome of the test mailing the mailing has been fine-tuned. Mail Media, a direct mail agency in the Netherlands, was responsible for distributing the questionnaire by email. A reminder was sent 14 days after the initial distribution. Participants could fill-in the questionnaire by double-clicking a link in the email that redirected them to [www.ondernemerspeil.nl](http://www.ondernemerspeil.nl), the research-site of Reed Business Information.

The mailing was sent to General Managers and Marketing, Communication and PR Executives. In all cases it was sent to an individual and not just to a company. The total return of the mailing to 2000 executives in a cross section of Dutch enterprises was 224 (response rate: 12%). This high response is mainly thanks to the incentives offered: five prizes were put up for a raffle among the respondents<sup>1</sup>.

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<sup>1</sup> See appendix 1 for the introduction to the questionnaire for the participants.

The selection of companies is a good representation of the various industries in the Netherlands. The Dutch Site Chapter would like to conduct a follow up survey on this segment if resources are available. Out of the 224 respondents thirteen have a Wholesale background, seven come from a Chain organization, seven from the export business, four from the import business, six respondents come from a dealer organization and three from a franchise organization. Unfortunately the rest is unknown.

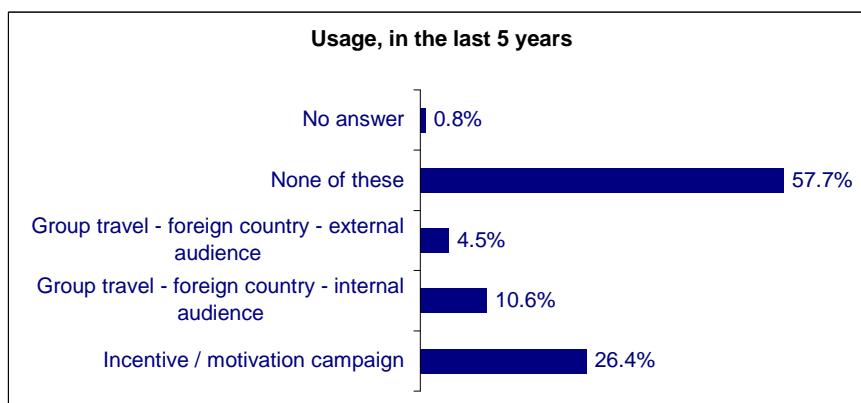
**Breakdown selection of companies in more detail:****Breakdown selection of companies by size (# FTE)****Breakdown selection of companies by Type of Industry**

## 2. Results Questionnaire

The questionnaire consists of 23 questions that relate to the Dutch market for incentives and group travels. The following pages present the answers to the questions.

### **1. Did you (your company) use one or more of the following instruments during the last five years?**

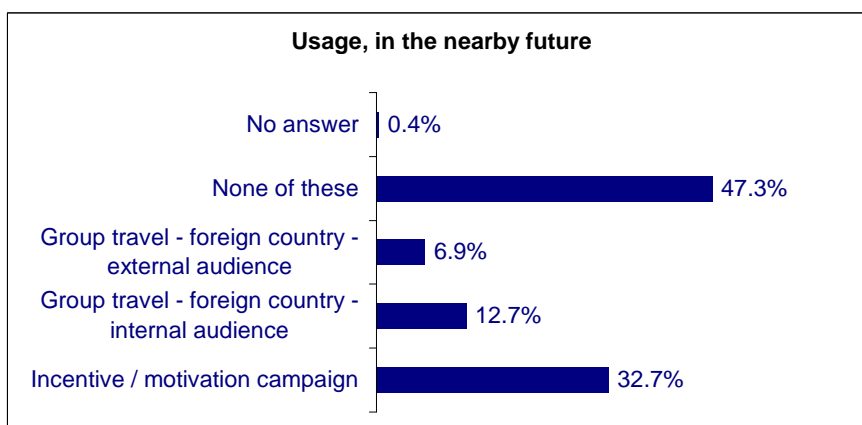
	<i>Percentage</i>	<i># Responses</i>
- Incentive / motivation campaign	26.4%	65
- Group travel to a foreign country for an internal target audience	10.6%	26
- Group travel to a foreign country for an external target audience	4.5%	11
- None of these	57.7%	142
- No answer	0.8%	2





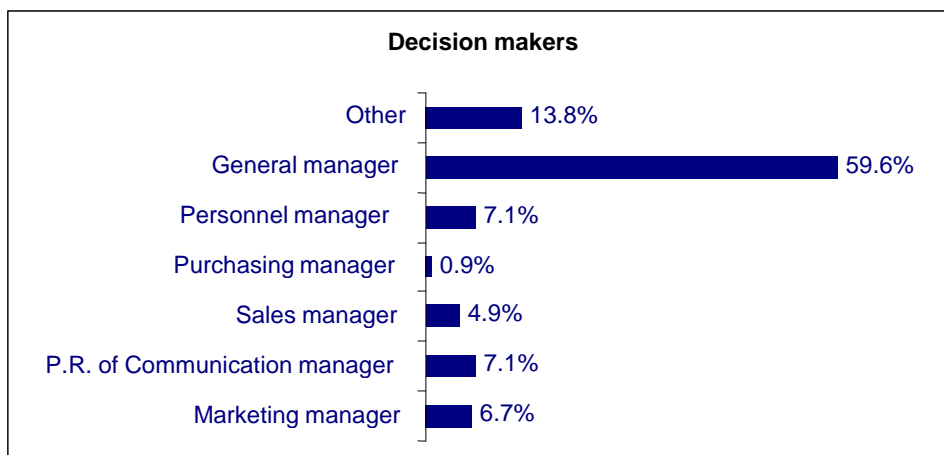
**2. Do you (your company) intend to use one or more of the following instruments in the near future?**

	<i>Percentage</i>	<i># Responses</i>
- Incentive / motivation campaign	32.7%	80
- Group travel to a foreign country for an internal target audience	12.7%	31
- Group travel to a foreign country or an external target audience	6.9%	17
- None of these	47.3%	116
- No Answer	0.4%	1



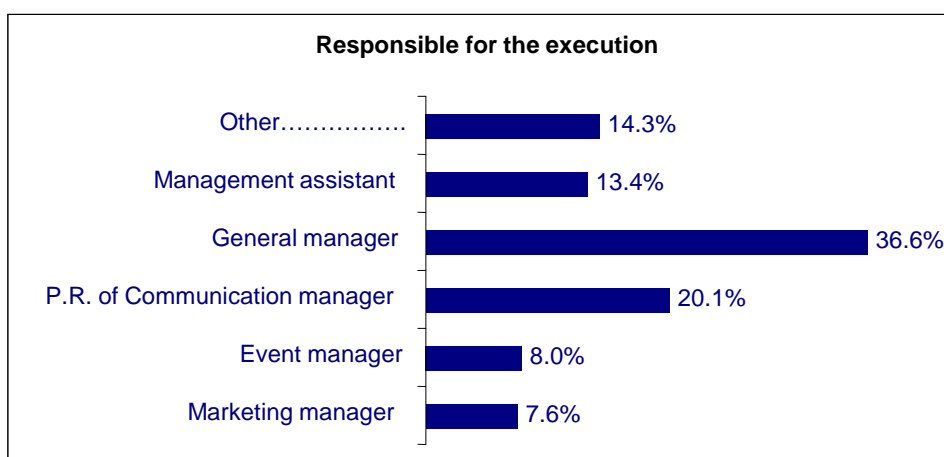
**3. Who is the decision maker within your company for incentives, group travel and events?**

	<i>Percentage</i>	<i># Responses</i>
- Marketing manager	6.7%	15
- P.R. of Communication manager	7.1%	16
- Sales manager	4.9%	11
- Purchasing manager	0.9%	2
- Personnel manager	7.1%	16
- General manager	59.6%	134
- Other.....	13.8%	31



**4. Who carries the responsibility for the organization (execution) of incentives, group travel and international events**

	Percentage	# Responses
- Marketing manager	7.6%	17
- Event manager	8.0%	18
- P.R. of Communication manager	20.1%	45
- General manager	36.6%	82
- Management assistant	13.4%	30
- Other.....	14.3%	32



**5. Have you heard of 'SITE' before this research initiative?**

	<i>Percentage</i>	<i># Responses</i>
Yes	8.9%	20
No	91.1%	204

**6. Did you know what 'SITE' stands for?**

	<i>Percentage</i>	<i># Responses</i>
Yes	7.6%	17
No	92.4%	207

**7. Did you ever work with a 'SITE' member?**

	<i>Percentage</i>	<i># Responses</i>
Yes	1.3%	3
No	67.4%	151
No idea	31.3%	70

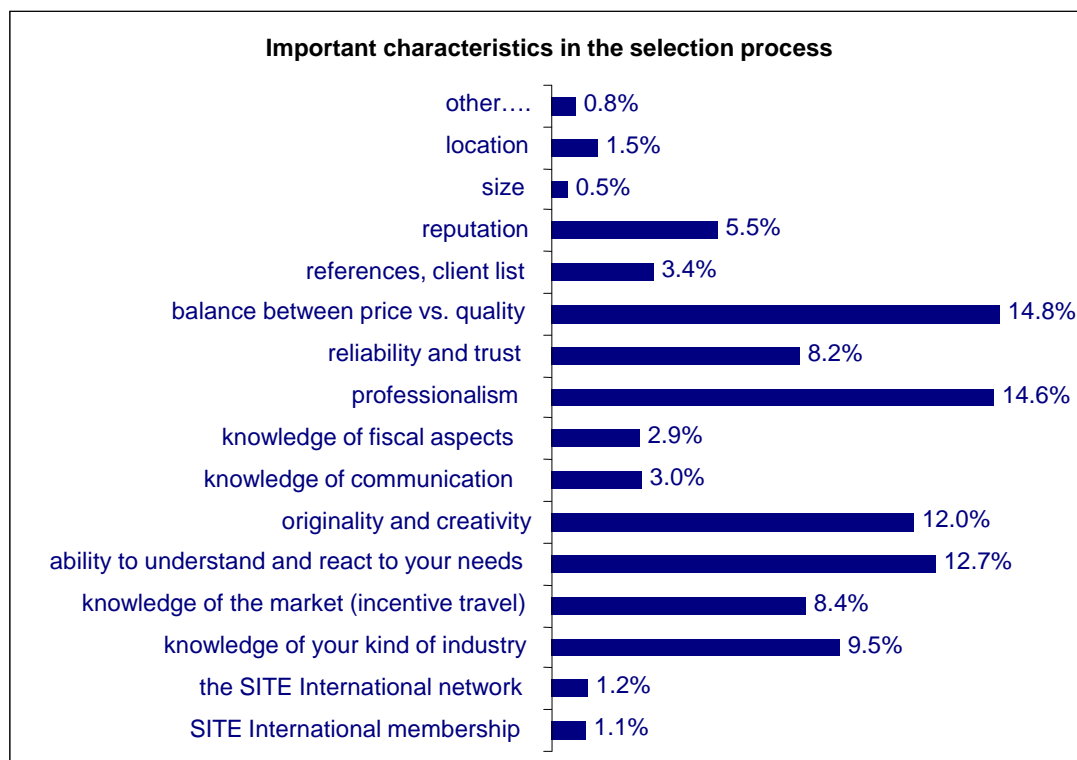
**8. In case you select an agency, do you check whether they are a SITE member?**

	<i>Percentage</i>	<i># Responses</i>
Yes	1.8%	4
No	98.2%	220

**9. When selecting an incentive agency, which of the following criteria do you find most important?**

*(more than one answer possible / please give the 3 most important characteristics in order of importance)*

	Percentage	# Responses
- SITE International membership (professionalism and committed on code of ethics)	1.1%	9
- the SITE International network (professionals helping each other all over the world)	1.2%	10
- knowledge of your kind of industry	9.5%	82
- knowledge of there own market (incentive travel)	8.4%	73
- the ability to understand and react to your needs	12.7%	110
- originality and creativity	12.0%	104
- knowledge of communication and related instruments	3.0%	26
- knowledge of fiscal aspects	2.9%	25
- professionalism	14.6%	126
- reliability and trust	8.2%	71
- balance between price vs. quality	14.8%	128
- references, client list	3.4%	29
- reputation	5.5%	48
- size	0.5%	4
- location	1.5%	13
- other....	0.8%	7

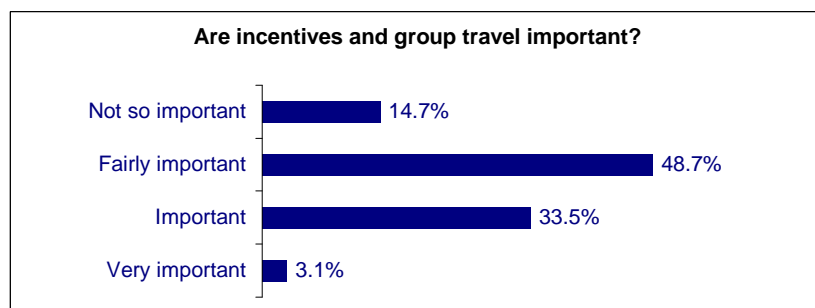


**10. If SITE were to provide a SITE membership for clients (membership for corporations) do you think this could be helpful to you?**

	Percentage	# Responses
Yes	11.6%	26
No	27.2%	61
No idea	61.2%	137

**11. Are incentive and group travel an important aspect within your company?**

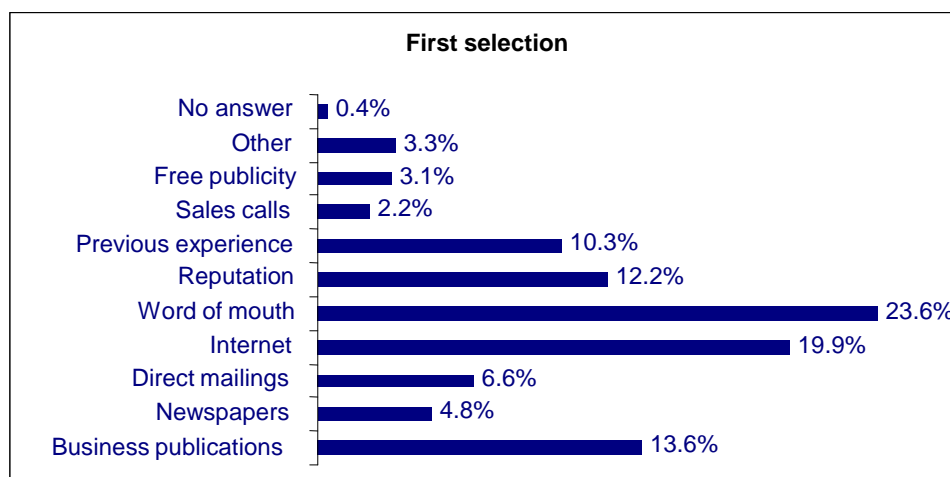
	Percentage	# Responses
- Very important	3.1%	7
- Important	33.5%	75
- Fairly important	48.7%	109
- Not so important	14.7%	33
- Not important	0%	0



## 12. How did you come across your incentive travel agency?

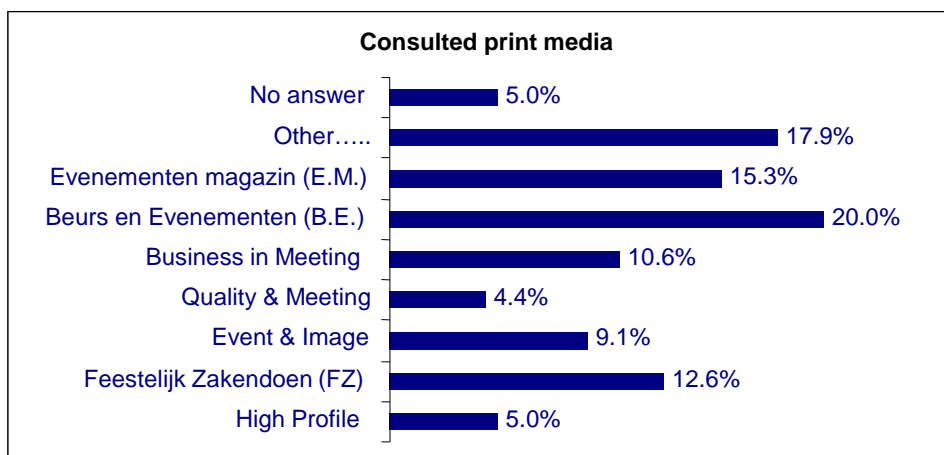
(Multiple answers possible)

	Percentage	# Responses
- Advertisements and articles within printed business publications	13.6%	74
- Advertisements and articles within newspapers	4.8%	26
- Direct mailings	6.6%	36
- Internet (for example through search engines, banners)	19.9%	108
- Word of mouth	23.6%	128
- Reputation	12.2%	66
- Previous experience	10.3%	56
- Sales calls	2.2%	12
- Free publicity	3.1%	17
- Other .....	3.3%	18
- No answer	0.4%	2



**13. Which of the following print media do you consult?**

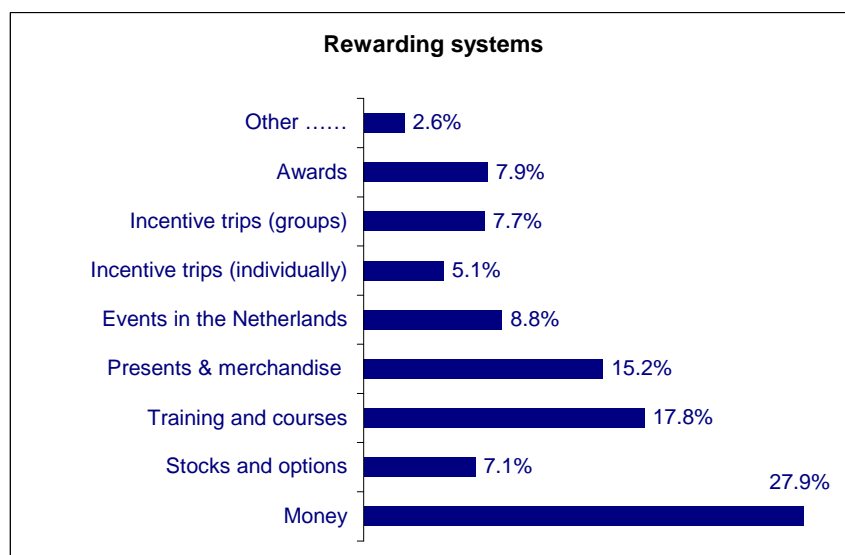
	<i>Percentage</i>	<i># Responses</i>
- High Profile	5.0%	17
- Feestelijk Zakendoen (FZ)	12.6%	43
- Event & Image	9.1%	31
- Quality & Meeting	4.4%	15
- Business in Meeting	10.6%	36
- Beurs en Evenementen (B.E.)	20.0%	68
- Evenementen magazine (E.M.)	15.3%	52
- Other.....	17.9%	61
- No answer	5.0%	17



**14. In case incentives are used as a rewarding system within your company, which of the following incentives do you use?**

*(Multiple answers possible)*

	Percentage	# Responses
- Money	27.9%	149
- Stocks and options	7.1%	38
- Training and courses	17.8%	95
- Presents & merchandise	15.2%	81
- Events in the Netherlands	8.8%	47
- Incentive trips (individually)	5.1%	27
- Incentive trips (groups)	7.7%	41
- Awards	7.9%	42
- Other .....	2.6%	14

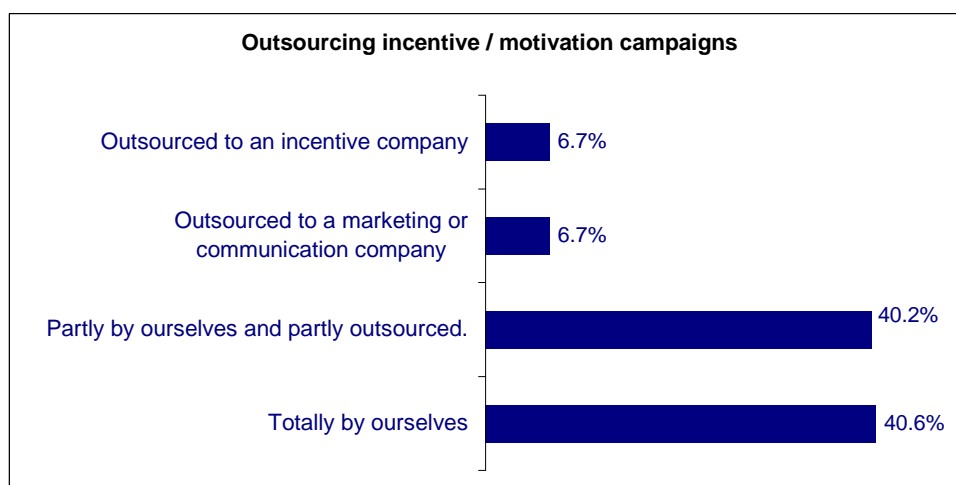




### 15. How do you organize the incentive / motivation campaigns within your company?

(note: only the communication process is meant, not the reward itself)

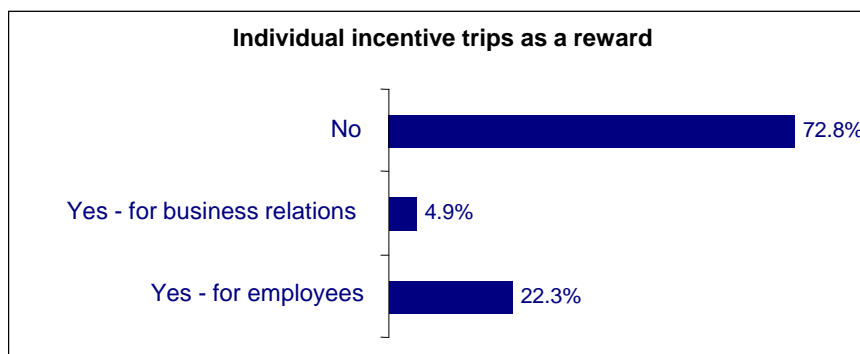
	Percentage	# Responses
- We organize this totally by ourselves	40.6%	91
- We organize this partly by ourselves and it is partly outsourced.	40.2%	90
- It is totally outsourced to a marketing or communication company	6.7%	15
- It is totally outsourced to an incentive company	6.7%	15
-		



### 16. Does your company reward individuals by giving them an incentive-trip?

(note: a trip for one or two persons only)

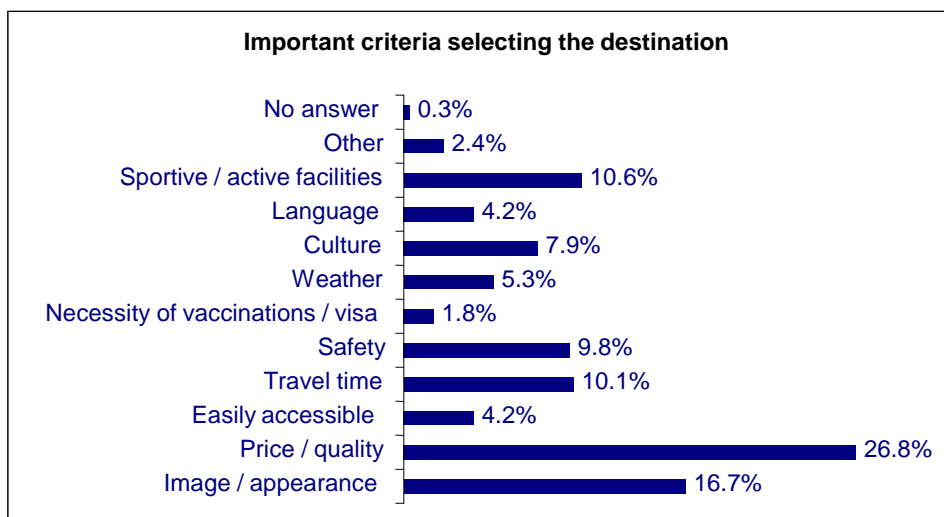
	Percentage	# Responses
- Yes - for employees	22.3%	50
- Yes - for business relations	4.9%	11
- No	72.8%	163



**17. In the process of selecting an incentive or group travel destination, which of the following criteria do you find most important?**

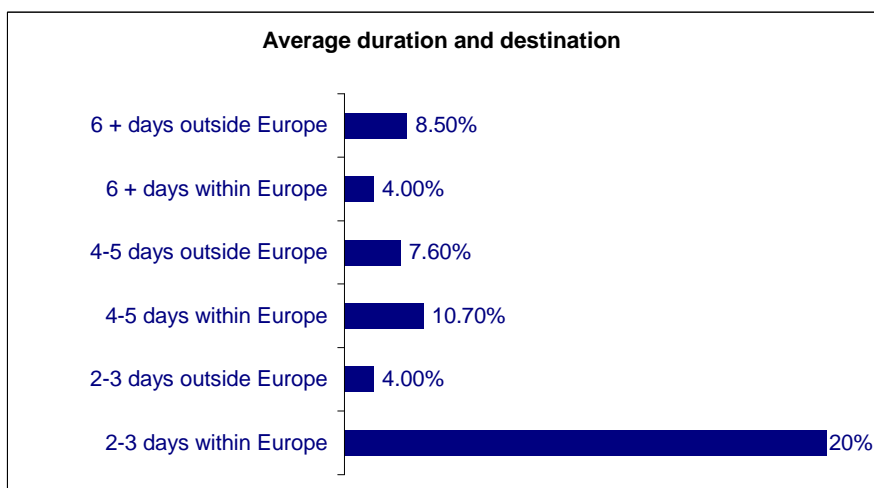
*Note: more than one answer possible*

	Percentage	# Responses
- Image / appearance	16.7%	104
- Price / quality	26.8%	167
- Easily accessible	4.2%	26
- Travel time	10.1%	63
- Safety	9.8%	61
- Necessity of vaccinations and/or visa	1.8%	11
- Weather	5.3%	33
- Culture	7.9%	49
- Language (ability to communicate in English)	4.2%	26
- Sportive / active facilities	10.6%	66
- Other;.....	2.4%	15
- No answer	0.3%	2



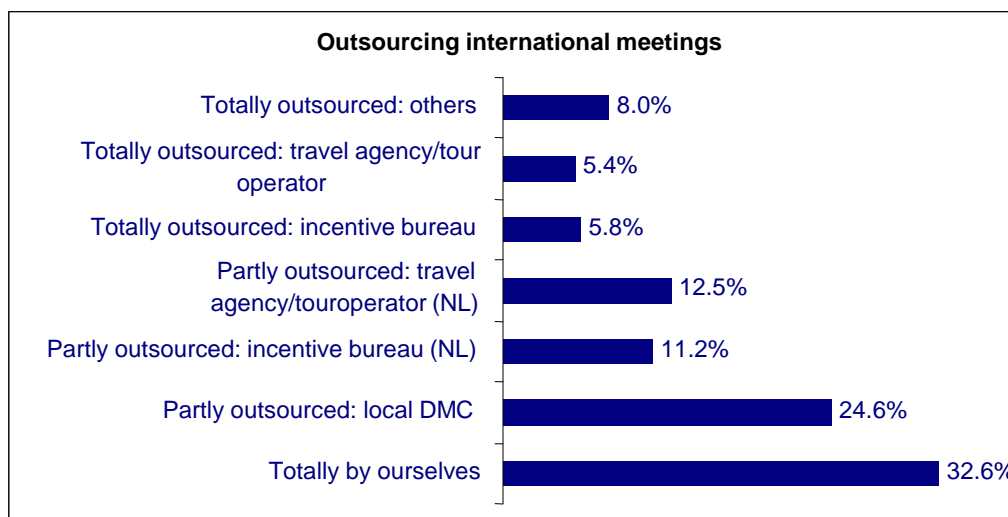
**18. What is the average duration and destination of your incentive or group travel?**

	Percentage	# Responses
- 2-3 days within Europe	65.2%	146
- 2-3 days outside Europe	4.0%	9
- 4-5 days within Europe	10.7%	24
- 4-5 days outside Europe	7.6%	17
- 6 + days within Europe	4.0%	9
- 6 + days outside Europe	8.5%	19



**19. How do you organize international meetings, incentives and group travel within your company? (outside the Netherlands)**

	<i>Percentage</i>	<i># Responses</i>
- We organize this totally by ourselves	32.6%	73
- We organize this partly by ourselves and it is partly outsourced to a local DMC (country of destination)	24.6%	55
- We organize this partly by ourselves and it is partly outsourced to an incentive (travel) company (NL)	11.2%	25
- We organize this partly by ourselves and it is partly outsourced to a travel agency/tour operator (NL)	12.5%	28
- It is totally outsourced to an incentive (travel) agency	5.8%	13
- It is totally outsourced to a travel agency/tour operator	5.4%	12
- It is totally outsourced to others	8.0%	18



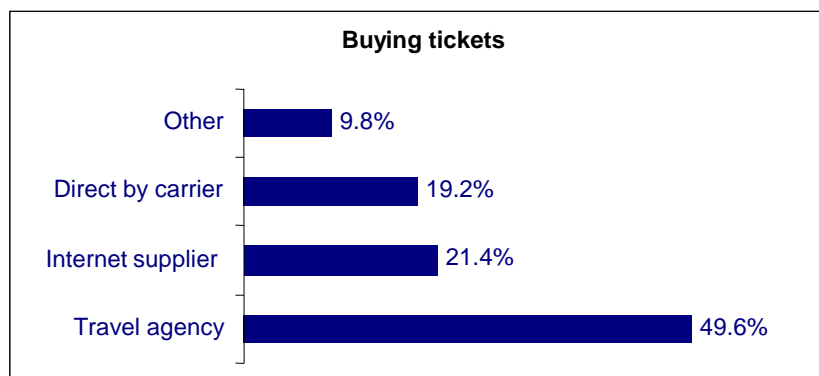
**20. Do you (your company) organize meetings or incentives in The Netherlands, for international target groups?**

	<i>Percentage</i>	<i># Responses</i>
- No, we have no such events	69.6%	156
- Yes, we do this partly with an incentive/event company	8.9%	20
- Yes, we do this partly with an DMC/incoming tour operator	2.2%	5
- Yes, we outsource this with an incentive/event company	1.3%	3
- Yes, we outsource this with an DMC/incoming tour operator	0.9%	2
- Yes, we do this totally by ourselves	14.7%	33



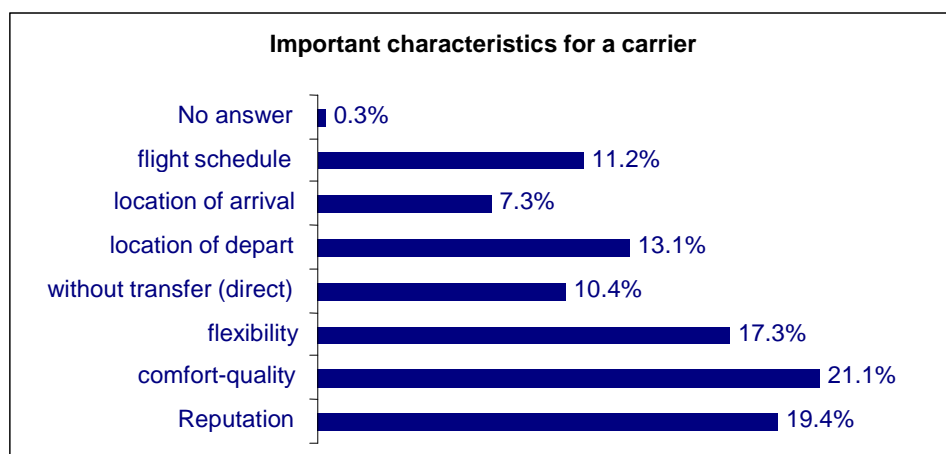
**21. In case you (your company) organize group travel by yourself, where do you buy your travel tickets?**

	<i>Percentage</i>	<i># Responses</i>
- Travel agency	49.6%	111
- Internet supplier	21.4%	48
- Direct by carrier	19.2%	43
- Other	9.8%	22



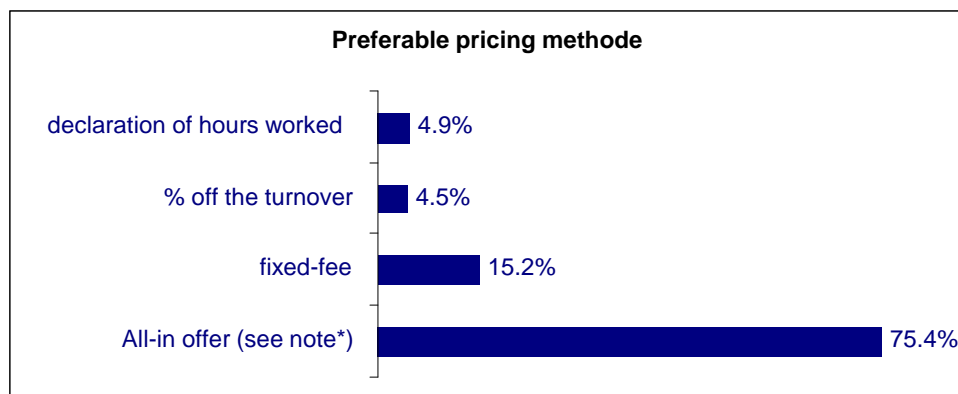
## 22. What characteristics do you find important for a carrier?

	Percentage	# Responses
- reputation	19.4%	114
- comfort-quality	21.1%	124
- flexibility concerning group travel and price	17.3%	102
- travel without transfer (direct)	10.4%	61
- location of depart	13.1%	77
- location of arrival	7.3%	43
- flight schedule	11.2%	66
- no answer	0.3%	2



**23. Which form of pricing do you prefer concerning outsourcing of incentive or group travel?**

	<i>Percentage</i>	<i># Responses</i>
- all-in offer <sup>2</sup>	75.4%	169
- fixed-fee for organization costs	15.2%	34
- % off the turnover for organization costs	4.5%	10
- declaration of hours worked (organization)	4.9%	11



<sup>2</sup> Due to the fact that these answers are multi interpretable, interviews by telephone among 50 companies have learned us that "All-in" means 'no surprises with the price'. Participants favor transparent pricing as opposed to one 'all-inclusive price'.

### **3. Key Findings and Recommendations**

#### **Key Findings**

- A majority of the participants (58%) has not used incentives or motivation campaigns in the last five years, while 52% has the intention to set up incentives and/or motivational campaigns in the nearby future.
- Money/cash was used more often than other incentives, followed by training and courses and presents and merchandise. We are currently funding a study which will look at which incentives should be used in different situations and why.
- 63% of the participants thinks of incentives as not being important.
- Most companies organize incentives by themselves (in-house)
- 73% of the participants does not reward individuals by offering them an incentive trip.
- In most cases the General Managers is the decision maker for incentives, group travels and events. In most cases the General Managers is responsible for the actual execution and organization of the incentive.
- Word-of-mouth and internet research are used most often by the participants in the process of selecting an incentive agency or supplier.
- Price/quality is the most important selection criteria in selecting a destination followed by image and appearance of the destination.
- Most incentive trips have a short duration (2-3 days) and Europe as destination.
- Participants do not use innovative criteria in the selection process of suppliers.
- SITE's brand awareness is low / SITE is not well known.



## **Recommendations**

- Increase the awareness of incentive trips and events as a tool for Marketing, Communication and Human Resource Management. Besides the positive experience and motivational power of these tools, incentives are a perfect way around the limitations of our reward systems and governmental rules and regulations when it comes to wages.
- Communicate about the added value of professional agencies and increase the awareness thereof.
- Build SITE's brand awareness amongst decision makers and create more value associated with its brand within the enterprises.
- Make sure your communication is targeted on the general manager.
- Offer solutions to the need and trend of short trips in Europe (by for example offering interesting ready-to-order trips on your website)

## **Appendix I -- Introduction Questionnaire For Participants**

### **Introduction Society of Incentive & Travel Executives (SITE)**

SITE is an international association with approximately 2.000 members in 81 countries. All members share industrial and professional knowledge. SITE has 88 members in the Netherlands (i.e. incentive marketing agencies, incentive travel agencies, hotel organizations and transport companies). The logo of SITE serves as a mark of quality within the industry. For further information, please visit [www.sitenederland.nl](http://www.sitenederland.nl).

### **Objective questionnaire**

The survey 2004 is initiated by SITE Nederland and is funded by the SITE Foundation (now known as the Incentive Research Foundation). The objective is to provide members of SITE Nederland with in-depth information on the attitude of the Dutch industry towards incentives and group travels. The information provided by you and other respondents enables us to service you in an even more adequate and professional way.

### **Privacy Statement**

All data provided will be treated with confidentiality. The data will be processed by an independent party. Personal information will never be distributed to members of SITE, nor to third parties. Only the (non personal) statistics and findings will be provided to SITE.

### **Definitions used**

- a. Incentive/motivation campaign; campaign to motivate a target audience (internal and/or external) by offering a reward when targets are reached (result must be measurable).
- b. Incentive travel; a trip offered as a reward or encouragement. This incentive travel can follow-up an incentive or motivational campaign (to reward reaching certain targets or objectives OR an encouragement for future proactive performance). However it can also refer to a reward without predetermined goals (example: celebrate a jubilee).
- c. Meetcentive trip; a trip offered as a reward, combined with a business (meeting) program.

- d. Relation marketing trip; a trip to a foreign country, organized for the companies business relations within the scope of relation marketing.
- e. Group travel; the more general word for the definitions b, c and d.
- f. International business event (outside the Netherlands); mainly a business program (such as conferences, product introductions, etc).
- g. Europe; in this questionnaire the Canary Islands and all countries around the Mediterranean (Morocco, Algeria, Tunisia, Egypt, Israel and Turkey are included in Europe as a destination.
- h. International business event (within the Netherlands); mainly a business program (such as conferences, product introductions, etc).

NOTE: In the definitions b to g foreign destinations are meant

### **Your incentive**

We are very grateful for your efforts to provide valuable information to us. Hopefully you will decide to fill in this questionnaire. If you do so, you can be the lucky winner of an incentive trip. The following five prizes are put up for a raffle amongst all respondents:

- Two tickets to Borneo, Malaysia
- Two tickets to any European destination with Transavia Airline
- An all-inclusive weekend for two persons in a hotel in Maastricht
- An all-inclusive weekend for two persons in a hotel in Aachen
- An all-inclusive weekend for two persons in a hotel in Antwerpen









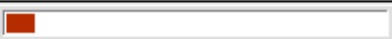




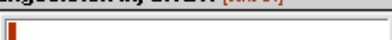

The winners will be contacted before December 1<sup>st</sup>. There will also be an announcement on the website [www.sitenederland.nl](http://www.sitenederland.nl).

























The report with the results of the questionnaire will be mentioned on the website [www.sitenederland.nl](http://www.sitenederland.nl).

## Appendix II -- Questionnaire Participants (D-Base)

### INCENTIVE TRAVEL ONDERZOEK Nederlandse bedrijfsmarkt

1. Kunt u aangeven welke van de hieronder genoemde instrumenten uw bedrijf de afgelopen 5 jaar heeft ingezet: [tabel]			
Incentive campagne: een in- of externe doelgroep prikkelen/motiveren om, door een extra beloning in het vooruitzicht te stellen, vooraf gestelde doelstellingen te behalen (meetbare resultaten).		26.4%	65
Groepsreizen voor uw interne doelgroep buiten Nederland georganiseerd.		10.6%	26
Groepsreizen voor uw externe doelgroep buiten Nederland georganiseerd.		4.5%	11
Geen dergelijke instrumenten		57.7%	142
Geen antwoord gegeven		0.8%	2
2. Kunt u aangeven welke van de hieronder genoemde instrumenten uw bedrijf (wellicht) van plan is om in de nabije toekomst in te zetten: [tabel]			
Incentive campagne: een in- of externe doelgroep prikkelen/motiveren om, door een extra beloning in het vooruitzicht te stellen, vooraf gestelde doelstellingen te behalen (meetbare resultaten)		32.7%	80
Groepsreizen voor uw interne doelgroep buiten Nederland georganiseerd		12.7%	31
Groepsreizen voor uw externe doelgroep buiten Nederland georganiseerd		6.9%	17
Geen dergelijke instrumenten		47.3%	116
Geen antwoord gegeven		0.4%	1
3. Wie is binnen uw bedrijf de beslisser met betrekking tot incentives, groepsreizen en events? [tabel]			
Marketing manager		6.7%	15
P.R. of Communicatie manager		7.1%	16
Sales manager		4.9%	11
Inkoop manager		0.9%	2
Personeelsmanager		7.1%	16
Algemeen directeur		59.6%	134
Anders namelijk..... [Open]		13.8%	31

4. Wie is binnen uw bedrijf de verantwoordelijke voor de organisatie van incentives, groepsreizen en events? [tabel]				
Marketing manager		7.6%	17	
Event manager		8.0%	18	
P.R. of Communicatie manager		20.1%	45	
Algemeen directeur		36.6%	82	
Management assistent		13.4%	30	
Anders namelijk..... [Open]		14.3%	32	
5. Heeft u eerder van SITE gehoord voor deze enquête ? [tabel]				
Ja		8.9%	20	
Nee		91.1%	204	
6. Wist u wat SITE betekend ? [tabel]				
Ja		7.6%	17	
Nee		92.4%	207	
7. Heeft u al eens met een SITE lid zakelijke contacten gehad? [tabel]				
Ja		1.3%	3	
Nee		67.4%	151	
geen idee		31.3%	70	
8. Let u bij de selectie van een bureau of deze is aangesloten bij SITE?. [tabel]				
Ja		1.8%	4	
Nee		98.2%	220	

<b>9. Welke eigenschappen en toegevoegde waarden zoekt u bij een incentivereis-toeleverancier? [tabel]</b>			
het SITE Int. lidmaatschap (professionaliteit en verbintenis aan code of ethics)		1.0%	9
het SITE Int. netwerk (leden professionals helpen elkaar over de gehele wereld)		1.2%	10
kennis van uw bedrijfstak		9.5%	82
kennis van hun eigen markt (incentive travel)		8.4%	73
mee kunnen en willen denken met de opdrachtgever		12.7%	110
originaliteit en creatieve inbreng		12.0%	104
kennis inzake communicatie en communicatie middelen		3.0%	26
kennis inzake fiscale aspecten		2.9%	25
professionaliteit		14.6%	126
zekerheid en vertrouwen		8.2%	71
een goede prijs-kwaliteit		14.8%	128
referenties en klantenlijst		3.4%	29
reputatie		5.5%	48
grote van de organisatie		0.5%	4
locatie		1.5%	13
anders.... [Open]		0.8%	7
Geen antwoord gegeven		..	0
<b>10. Indien het SITE lidmaatschap voor U als opdrachtgever toegankelijk zou zijn, zou dit een toegevoegde waarde kunnen zijn voor het uitoefenen van uw functie? [tabel]</b>			
Ja		11.6%	26
Nee		27.2%	61
geen mening		61.2%	137
<b>11. Ziet u incentives en groepsreizen als een essentieel onderdeel van uw bedrijfsvoering? [tabel]</b>			
Zeer belangrijk		3.1%	7
Belangrijk		33.5%	75
Niet belangrijk		48.7%	109
Volstrekt onbelangrijk		14.7%	33

<b>12. Hoe vindt u uw incentive(reis) leverancier? [tabel]</b>				
Advertenties en artikelen in vakbladen		13.6%	74	
Advertenties en artikelen in dagbladen		4.8%	26	
Direct mailings		6.6%	36	
Internet (bijv via zoekmachines of banners)		19.9%	108	
Mond tot mond		23.6%	128	
Reputatie		12.2%	66	
Uit ervaring		10.3%	56	
Verkoop benadering		2.2%	12	
Branche artikelen		3.1%	17	
Anders ..... [Open]		3.3%	18	
Geen antwoord gegeven		0.4%	2	
<b>13. Welke (evenementen)branche media raadpleegt u? [tabel]</b>				
High Profile		5.0%	17	
Feestelijk Zakendoen (FZ)		12.6%	43	
Event & Image		9.1%	31	
Quality & Meeting		4.4%	15	
Business in Meeting		10.6%	36	
Beurs en Evenementen (B.E.)		20.0%	68	
Evenementen magazine (E.M.)		15.3%	52	
Anders..... [Open]		17.9%	61	
Geen antwoord gegeven		5.0%	17	
<b>14. Als we het over incentive beloningen hebben, welke komen er dan bij uw bedrijf aan de orde? [tabel]</b>				
Geld (bonus)		27.9%	149	
Opties / aandelen		7.1%	38	
Cursussen / trainingen		17.8%	95	
Cadeaus		15.2%	81	
Evenementen in NL		8.8%	47	
Incentive reizen (individueel)		5.1%	27	
Incentive reizen (in groepsverband)		7.7%	41	
Awards (onderscheidingen)		7.9%	42	
Anders namelijk ..... [Open]		2.6%	14	
Geen antwoord gegeven		..	0	

<b>15. Hoe gaat u te werk als er door uw bedrijf een incentive campagne of motivatie programma wordt georganiseerd ? [tabel]</b>				
Doe het volledig in eigenbeheer		40.6%	91	
Doe het deels met een externe partner		40.2%	90	
Besteed het geheel uit aan een mark/comm. bureau		6.7%	15	
Besteed het geheel uit aan een incentive bureau		6.7%	15	
Anders namelijk ..... [Open]		5.8%	13	
<b>16. Geeft uw bedrijf wel eens individuele incentive-reis arrangementen weg? [tabel]</b>				
Ja voor interne doelgroep		22.3%	50	
Nee voor interne doelgroep		42.9%	96	
Ja voor externe doelgroep		4.9%	11	
Nee voor externe doelgroep		29.9%	67	
<b>17. Aan welke van de volgende criteria hecht u de meeste waarde bij de keuze van een incentive en/of groepsreis bestemming: [tabel]</b>				
Imago / uitstraling		16.7%	104	
Prijs / kwaliteit		26.8%	167	
Gemakkelijk bereikbaar per vliegtuig		4.2%	26	
Reistijd		10.1%	63	
Veiligheid		9.8%	61	
Eventuele vaccinaties en/of visa		1.8%	11	
Weer		5.3%	33	
Cultuur		7.9%	49	
Taal (spreekvaardigheid Engels terplekke)		4.2%	26	
Sportieve / actieve faciliteiten		10.6%	66	
Anders;..... [Open]		2.4%	15	
Geen antwoord gegeven		0.3%	2	
<b>18. Wat is de gemiddelde reisduur en bestemming van uw incentive of groepsreis? [tabel]</b>				
2-3 dagen binnen Europa		65.2%	146	
2-3 dagen buiten Europa		4.0%	9	
4-5 dagen binnen Europa		10.7%	24	
4-5 dagen buiten Europa		7.6%	17	
6 + dagen binnen Europa		4.0%	9	
6 + dagen buiten Europa		8.5%	19	



<b>19. Hoe gaat u te werk als er door uw bedrijf int. meetings, incentive en/of groepsreizen (voor een Nederlandse/Belg. doelgroep) buiten Nederland wordt georganiseerd? [tabel]</b>				
Doen het volledig in eigenbeheer		32.6%	73	
Doen het deels met een locale partner ter plekke		24.6%	55	
Doen het deels met een incentive (reis) bureau		11.2%	25	
Doen het deels met een reis bureau / touroperator		12.5%	28	
Besteed het geheel uit aan incentive (reis) bureau		5.8%	13	
Besteed het geheel uit aan reis bureau / touroperator		5.4%	12	
Besteed het geheel uit aan, anders; [Open]		8.0%	18	
<b>20. Organiseert uw bedrijf ook wel internationale bijeenkomsten of incentives waarbij de deelnemers vanuit verschillende bestemmingen naar Nederland komen? [tabel]</b>				
Indien niet aan de orde, ga naar vraag 21;		69.6%	156	
Ja, doe het deels met een incentive / evenementen bureau		8.9%	20	
Ja, doe het deels met een (incoming)touroperator		2.2%	5	
Ja, besteed het geheel uit aan een incentive / evenementen bureau		1.3%	3	
Ja, besteed het geheel uit aan een (incoming) touroperator		0.9%	2	
Ja, doe het volledig in eigenbeheer.		14.7%	33	
Ja, besteed het geheel uit aan; [Open]		2.2%	5	
<b>21. Als u groepsreizen in eigenbeheer organiseert (geen NI bureau), hoe komt u dan aan de reistickets? [tabel]</b>				
Reisbureau		49.6%	111	
Internet leverancier		21.4%	48	
Direct bij vervoersmaatschappij		19.2%	43	
elders; [Open]		9.8%	22	
<b>22. Welke criteria stelt u aan de keuze van een vervoersmaatschappij? [tabel]</b>				
Reputatie		19.4%	114	
Comfortkwaliteit		21.1%	124	
Flexibiliteit tav groepsboekingen prijs		17.3%	102	
Niet overstappen		10.4%	61	
Plaats van vertrek		13.1%	77	
Plaats van aankomst		7.3%	43	
Vluchtschema		11.2%	66	
Geen antwoord gegeven		0.3%	2	
<b>23. Wat is voor U de beste manier van offrenen inzake incentivereizen en groepsreizen? [tabel]</b>				
All-in aanbieding		75.4%	169	
Organisatie kosten middels fixed-fee		15.2%	34	
Organisatie kosten middels een % van de omzet		4.5%	10	
Uren berekenen		4.9%	11	

**24. Als u emailadres invult, dingt u mee naar een aantrekkelijk incentive weekend of vliegtickets. Wij danken u hartelijk voor uw medewerking! [tabel]**

Mijn e-mailadres is: [Open]		93.8%	210
Ik wil mijn e-mailadres niet invullen		6.3%	14



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