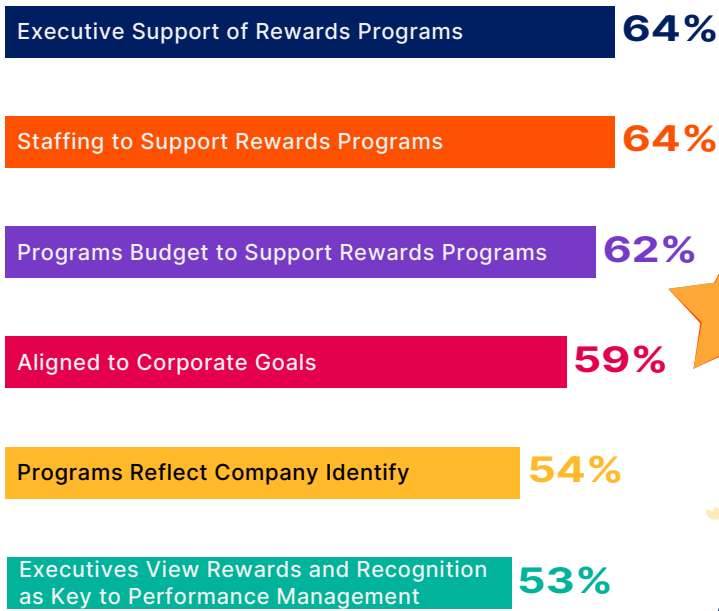
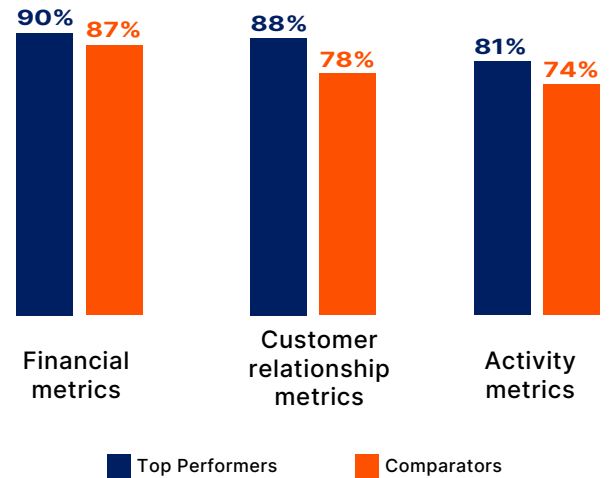


▶ The IRF 2025 Top Performer Study

Support for Incentives & Rewards is Strong in Top Performing Companies

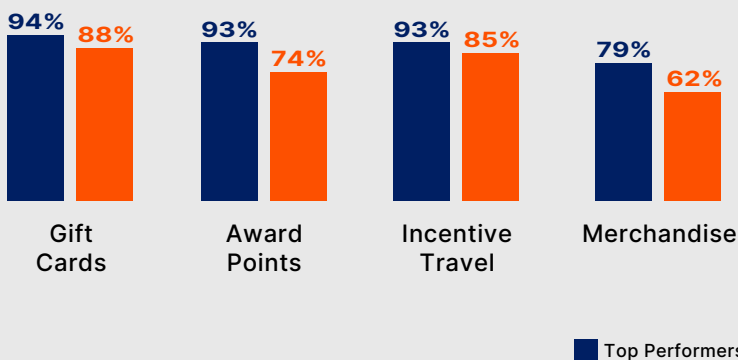


Top Performers Take a More Holistic Approach to Incentive Trip Qualifications

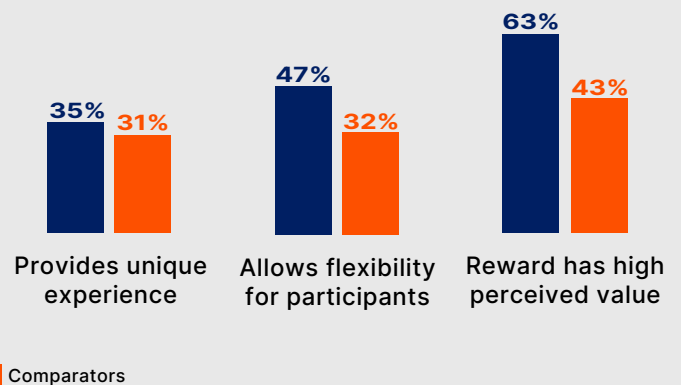


When determining qualifications, Top Performers are more likely to include both performance metrics and customer relationship measures.

Top Performers Offer Diverse and Flexible Reward Options



Top Performers Prioritize Flexibility and Personal Relevance in Their Rewards



Top Performers allocate significantly higher-value rewards across both travel and non-travel programs.