



WHY BE A **MEMBER?**



site Society for
Incentive
Travel
Excellence



MOTIVATIONAL EVENTS

SITE IS THE “I” IN MICE

Incentive travel, the “I” in MICE, is the fastest growing sector of the Business Events industry with the highest per capita spend and the widest supply chain.

Accounting for about 7% of all Business Events activities, the Events Industry Council’s Global Economic Impact study (2018) estimates the incentive travel industry to be worth around \$75 billion globally.

The Society for Incentive Travel Excellence (SITE) is the only Business Events association dedicated exclusively to the global incentive travel industry.

Founded in 1973, we are a professional association of 2,500 members located in 90 countries, working in corporations, agencies, airlines, cruise companies and across the entire destination supply chain.

We bring value to our members at both global and local chapter level by networking, online resources, education, certification and advocacy. SITE is deeply committed to the new generation and operates a best-

in-class Young Leaders program and dedicated annual conference.

SITE Foundation was established by SITE to raise funds and support research, education and advocacy projects on behalf of the incentive travel industry. Monies raised by SITE Foundation enable us to make the business case for incentive travel and highlight the transformational potential of travel experiences on individuals, enterprises and communities.

SITE Foundation has recently funded certification for mid-manager level incentive travel professionals (CITP) and, with our partners Incentive Research Foundation (IRF) and Financial & Insurance Conference Professionals (FICP), the Incentive Travel Industry Index (ITII).

The SITE Foundation is a registered charity holding a 501(c) (3) nonprofit organization status.



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EXTRAORDINARY TRAVEL EXPERIENCES

5 REASONS YOU SHOULD BE IN SITE



Reason 1

SITE is the “I” in MICE

Incentive Travel is the fastest-growing sector within Business Events, and SITE is the only association focused entirely and exclusively on incentive travel. If you're in – or want to be in – incentive travel, then you have to be in SITE.



Reason 2

SITE is growing rapidly

SITE is currently at the highest membership numbers of its 45-year history and is experiencing record growth. Be part of this energetic, dynamic, forward-focused movement by joining SITE..



Reason 3

SITE is global

SITE has the widest global footprint of all Business Events associations with burgeoning growth in Europe, Asia and Latin America. If you're a global brand, then you need a global partner like SITE..



Reason 4

SITE is upscale & luxury

SITE members use the largest share of upscale/luxury properties and destinations across the entire MICE spectrum. If you're an upscale, 5-star brand or destination then you're the perfect fit for SIT.



Reason 5

SITE is high yield

SITE members have the biggest per capita spend of all MICE sectors. That's because we're high revenue/high yield, creating extraordinary experiences for incentive qualifiers. If you're in the business of creating the extraordinary, then SITE is the place for you!

**DON'T JUST TAKE OUR WORD
FOR IT ...**



EDUCATION

DIANE ALEXANDER, CITP | CREATIVE GROUP | CANADA

“No other association offers such targeted educational content to help us learn and stay relevant in the incentive industry

The key benefit of SITE education is that it is truly focused on incentive travel. SITE’s smaller size allows you to make real connections with people and directly contribute to the organization without being lost in a larger crowd. There are always SITE members willing to help you make connections and/or simply give some great advice”





TRAVEL IS TRANSFORMATION

REPUTATION

MICHAEL DALTON, CIS, CITP | MICDROP | IRELAND

“SITE has massively expanded my personal network and catapulted my reputation and standing.

It has also increased my industry knowledge through professional development opportunities, like CIS and CITP. Involvement with SITE shows anyone within the industry that you are a true professional”.



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BELONGING | COMMUNITY

HASAN DINC, CITP | ODS DMC | TURKEY

“SITE is an incredible community that truly supports and welcomes you, both professionally and personally

Get involved and contribute to the collective know-how of SITE, globally and locally. The rewards are returned in spades, including a sense of community and belonging, friendship, as well as knowledge, and education.



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MENTORSHIP & SUPPORT

ASHLEY LAWSON, CITP | ACHIEVE MEETINGS & INCENTIVES | USA

“SITE includes the best and brightest minds in the industry, so jump in, get involved, and enjoy their mentorship and support

Because of my connections through SITE, I know I can pick up the phone and call the smartest hoteliers, planners, contract negotiators, trip directors – you name it, the best and brightest are in this association - and I can count on them for guidance at any turn.





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ACCESS TO NEW OPPORTUNITIES

LAUREN DUNNAWAY, CITP | REACH MEETINGS & INCENTIVES | USA

“SITE unlocked the next level of opportunity for me, connecting me through career enhancing networks

Be as proactive as possible. SITE, like most associations, is built on volunteers, so identify a way to serve that plays on your strengths and passions and dive in! You will gain a sense of belonging and incredible networking opportunities, all of which offer an amazing ROI .



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SHOW ME THE MONEY!

TANGIBLE REASONS TO JOIN SITE

SITE / SITE Foundation Events

Members enjoy up to 25% discount on SITE Events

Global Conference
SITE NITE North America
SITE NITE Europe

Potential saving \$250 - 300

SITE Chapter Events

Members enjoy a discount on all SITE Chapter events but this amount is not mandated or consistent

Potential saving based on 2 events \$50

Educational content & courses – “Exclusive online resources”

We have (temporarily) opened access to all educational courses, particularly CITP preparation materials

We have also made all webinars available exclusively to SITE members

Potential saving \$1000

Certification – “Professional Development”

CITP is available for members at \$200 less than the non-members price,

This has been reduced during C19 to \$100

Potential saving \$795

Access to SITE Communications

SITESource is a weekly publication offering ideas, insights, information and inspiration and is emailed directly to SITE members every Thursday

Access to Grants, Scholarships, Recognition

Dave Riddell

Kevin Forde

Past Presidents' Award

Crystal Awards

Member Directory



SHOW ME THE LOVE!

INTANGIBLE REASONS TO JOIN SITE

1. Reputational

“Being a member of SITE proves my professional reputation”
Professional membership of Business Events ONLY
association dedicated to incentive travel

2. Intrinsic value / Belonging / Community

“Being a member of SITE allows me to give back to the industry from which I have gained so much. I get to protect and promote my profession”
“This is where I belong”

3. Networking, Mentoring, Support Systems

“Being a member of SITE, I extend, enlarge and enhance my professional network”

4. Education

“SITE is the only place I can find education specifically tailored to my work as an incentive travel professional”

5. Access to New Opportunities, Jobs / Resume Builder for Young Leaders

“SITE connects me with the full spectrum of buyers and suppliers in Incentive Travel and enables me to find future opportunities for my developing skills and expertise”

6. Opportunity to Lead

“Through its chapter network and global leadership structure, SITE offers me an opportunity to lead locally, nationally, regionally, globally”

7. Advocacy

“As the only association dedicated to incentive travel, SITE is the voice of the industry and I get to add my voice too and shape the future of the industry”
“SITE connects me to the heart of incentive travel and keeps me up to date with a rapidly evolving industry”

8. Fun, Frolics, Friendships

“My membership of SITE has given me life-long friendships and more fun than any individual deserves in one lifetime!”

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