

An aerial photograph of a white sailboat with its sails up, sailing on a deep blue sea. The boat is positioned in the upper right quadrant of the frame, leaving a white wake behind it. The water's surface is textured with small whitecaps.

SOIT POLISH ASSOCIATION
OF INCENTIVE TRAVEL
ORGANISERS

BAROMETR SOIT 2024

10th Edition

BAROMETR SOIT

Study Organizer



We unite market leaders in incentive travel. Since 2009, we have been working towards the professionalization and education of the industry, setting the highest standards for organizing incentive trips.

Currently, our members include 22 incentive travel agencies that meet high criteria regarding experience, safety, turnover, and quality of services provided. Our goal is to promote incentive travel as a strong and effective business tool.

BAROMETR SOIT

Sponsor of the study

Ebury

Ebury is a global payment institution, operating since 2009. The fintech team works with clients in over 40 offices in 29 countries. **The leading financial investor of the company is PagoNXT** from the Santander group, one of the strongest European banking groups. The fintech **provides modern transactional banking services**, specializing in solutions for SMEs. It offers tools in the areas of settlements, trade finance, foreign exchange transactions, and currency risk management.

Ebury enables transactions in over 130 currencies. It has high competencies in exotic currency settlements. It also provides individual settlement accounts for companies in local currencies, including in the Netherlands, Hong Kong, Canada, Australia, Hungary, and the United Kingdom. **The Polish branch has been present on the market since 2015**, employs over 60 people, and works with clients from all over Poland through offices in Warsaw and Katowice.

BAROMETR SOIT

Research contractor



ABR SESTA is a certified full-service research agency with entirely Polish capital. Since 1996, it has been helping the largest national companies and international corporations make the right business decisions. The company also supports sales departments, category management, marketing, and pricing. It uses a full range of qualitative and quantitative research and introduces the latest technological solutions.

Research Technique

CAWI – online survey; company managers received an email with an individual link to a standardized questionnaire.

Sample

Companies associated in SOIT (current number of SOIT members – 23).

Deadline for the last edition of the study

February - May 2025

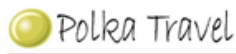
The study was conducted via a certified research agency ABR SESTA, which guarantees the anonymity of the study and confidentiality of the obtained information in accordance with the General Data Protection Regulation and ethical standards applicable in opinion and market research.



Increase / decrease / no change compared to previous year

RESEARCH SAMPLE – percentage of surveyed companies belonging to SOIT in individual years:

- **Verification 2015 – 86%**
- **Verification 2016 – 91%**
- **Verification 2017 – 87%**
- **Verification 2018 – 91%**
- **Verification 2019 – 100%**
- **Verification 2020 – 100%**
- **Verification 2021 – 100%**
- **Verification 2022 – 100%**
- **Verification 2023 – 100%**
- **Verification 2024 – 96%**
- **Forecast 2025 – 96%**

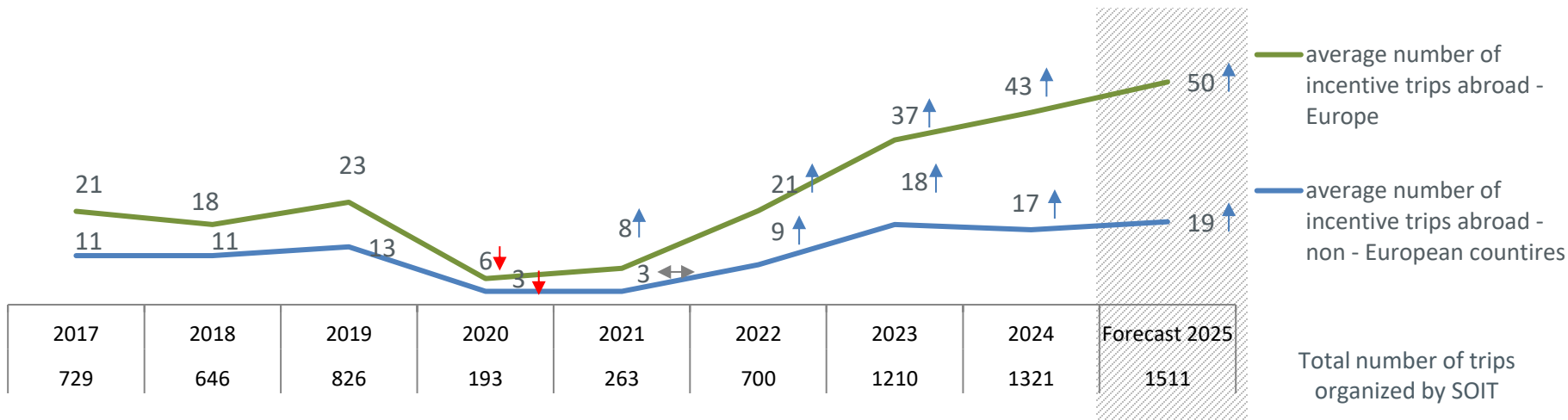




INCENTIVE TRIPS

Barometr SOIT
Copyright by Krzysztof Pobożniak

Number of foreign incentive trips 2017-2025



- In 2019, the total number of trips was 826
- In 2020, the total number of trips drastically dropped to 193
- In 2024, the number of trips doubled compared to 2022
- In 2025, the number of trips is forecasted to increase to over 1,500 groups

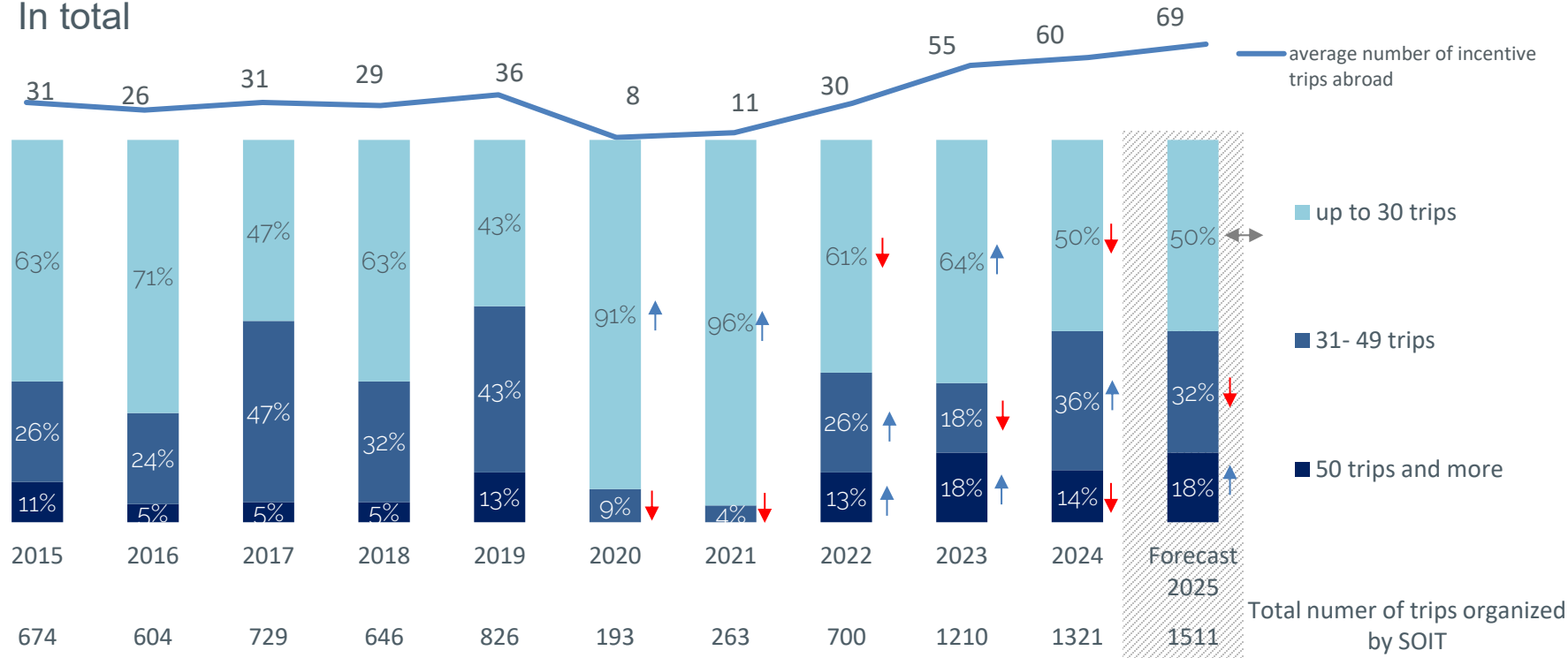
The chart presents the average number of trips for all SOIT companies

How many foreign incentive trips did your company organize in ... year?

How many foreign incentive trips will your company organize in 2025?

Number of international incentive trips 2015-2025

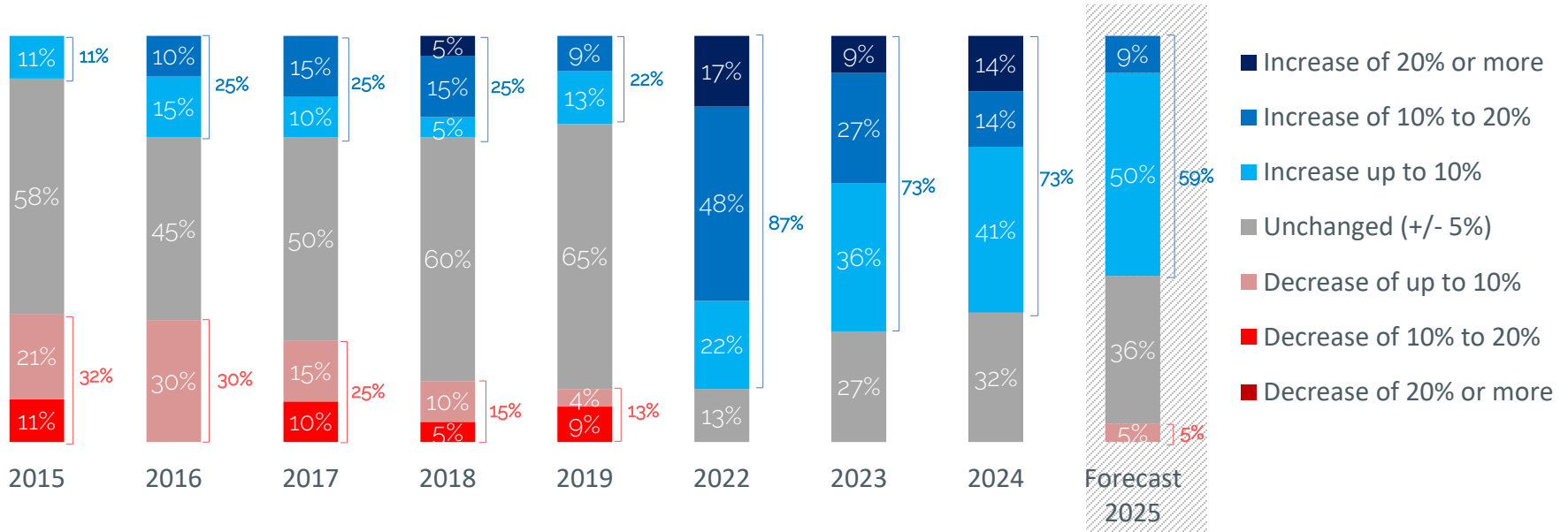
In total



The chart shows the percentage of companies that indicated the number of trips within a given range and the average number of trips for all SOIT companies.

How many international incentive trips did your company organize in ... year?
How many international incentive trips will your company organize in 2025?

Incentive trips abroad – change of budgets 2015-2025



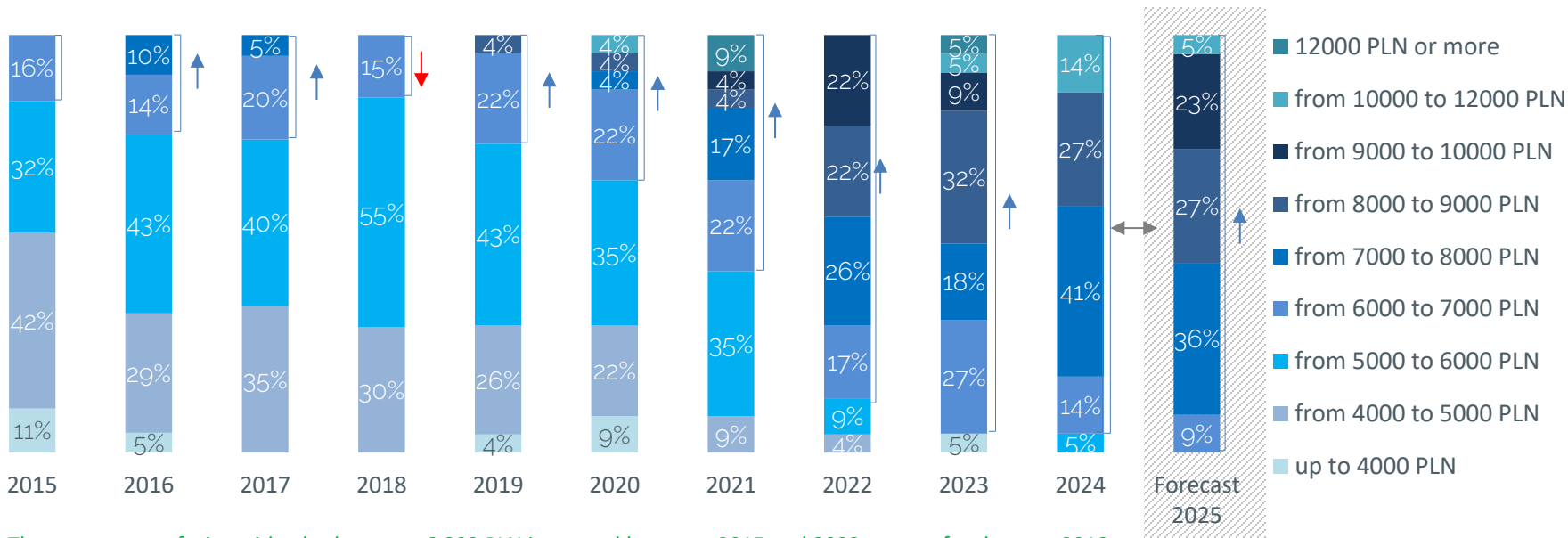
- In the years 2015–2019, relative stability can be observed – a significant proportion of companies indicated no change in budgets for overseas incentive trips.
- In 2022, there was a sharp increase in budgets for incentive trips, which continued into 2023–24, although its momentum is decreasing.
- Forecast for 2025: a larger share of budgets will remain unchanged.

The chart shows the percentage of companies that indicated a given range of increase/decrease in budgets.

How have the budgets of your clients for overseas incentive trips changed? Were they higher or lower in ... year compared to ... year?
How will the budgets of your clients for overseas incentive trips change? Will they be higher or lower in 2025 compared to 2024?

International incentive trips – average budget per person 2015-2025

Europe



- The percentage of trips with a budget over 6,000 PLN increased between 2015 and 2023, except for the year 2018.
- In 2023–24, trips with an average budget of at least 6,000 PLN per person already accounted for 95% of all trips.
- According to forecasts, in 2025, trips with a minimum budget of 6,000 PLN per person will represent 100% of the trips carried out by SOIT companies.
- According to forecasts, in 2025, trips with a minimum budget of 7,000 PLN per person will represent 91% of the trips carried out by SOIT companies

The chart shows the percentage of companies that indicated a given range for the average budget per person.

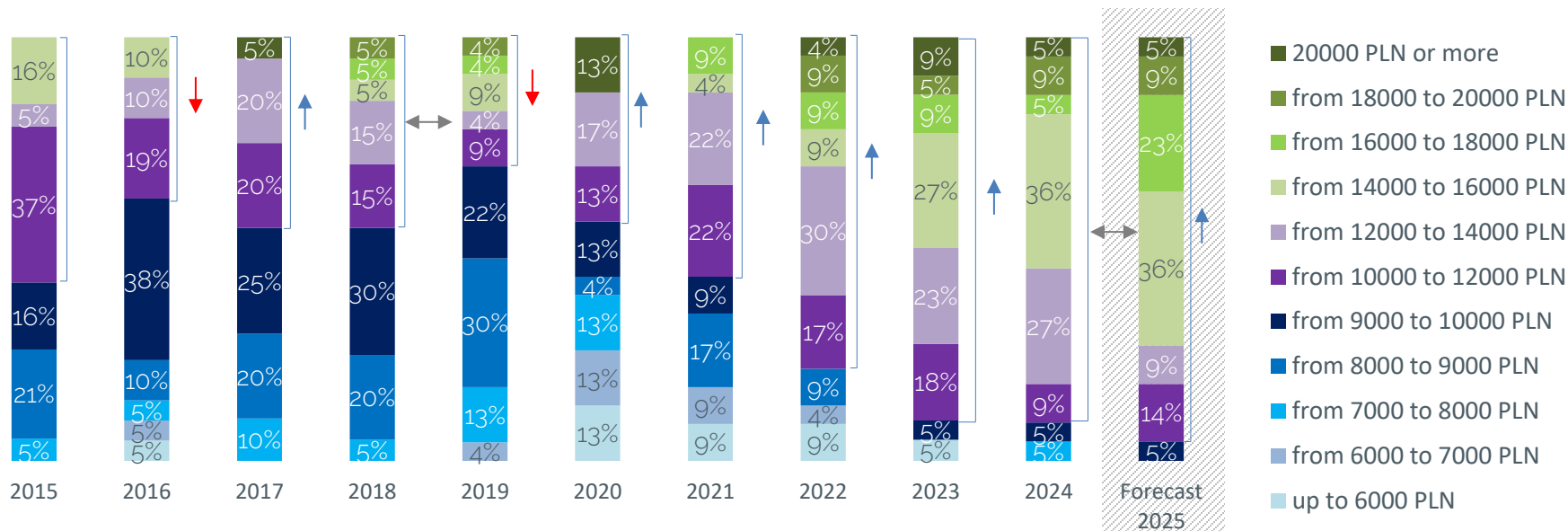
In which range did the average budget per person fall for overseas incentive trips carried out by your company in the year?

What is your prediction? In which range will the average budget per person fall for overseas incentive trips your company will carry out in 2025? Copyright by Krzysztof Polak

International incentive trips – average budget per person

2015-2025

Non – European countries



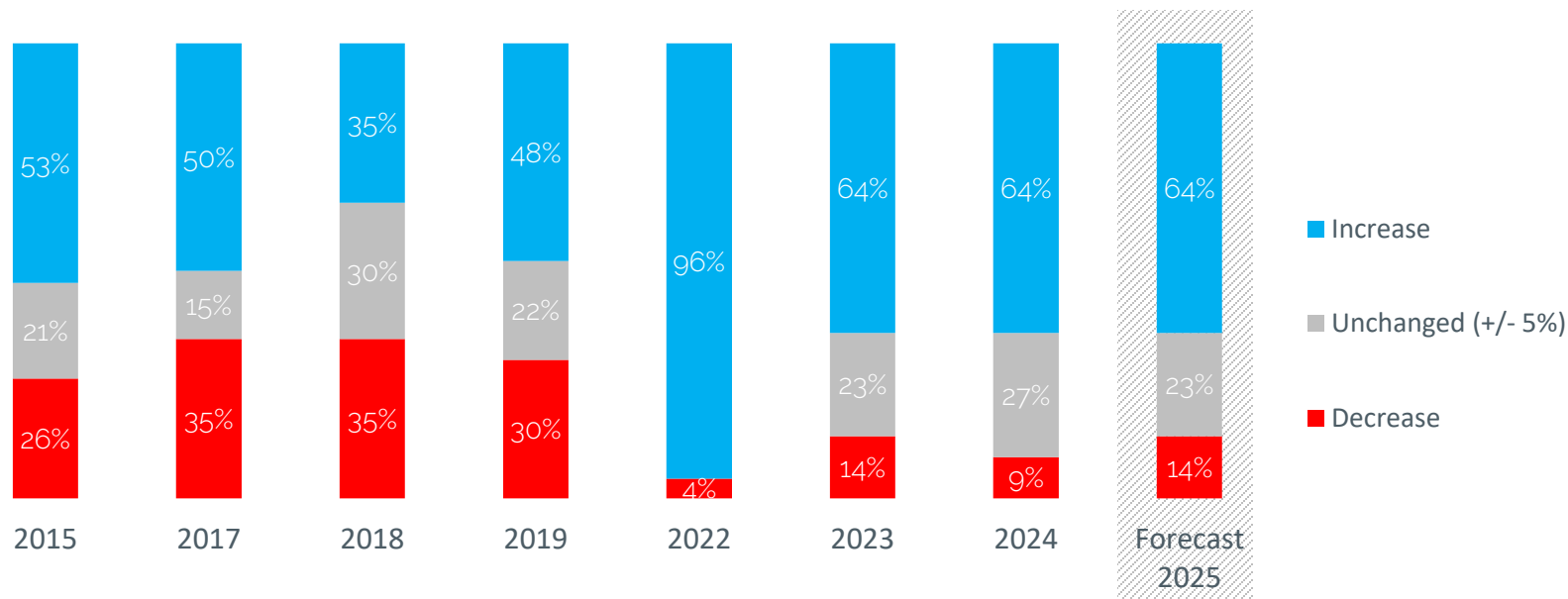
- Since 2020, the share of non-European trips with a budget of 10,000 PLN or more per person has been increasing.
- In 2022, trips with a budget of 10,000 PLN or more accounted for 78% of all trips, and in 2023 already 95%.
- In 2024, the share of trips with a budget of 10,000 PLN or more remained the same, but the percentage of trips exceeding 14,000 PLN increased.
- In 2025, further increases in the costs of non-European trips are expected, especially in the 16,000–18,000 PLN range.

The chart shows the percentage of companies that indicated a given range for the average budget per person.

In which range did the average budget per person fall for overseas incentive trips carried out by your company in the year

What is your prediction? In which range will the average budget per person fall for overseas incentive trips your company will carry out in 2025?

Number of international incentive trips - increase/decrease in the number of inquiries 2015-2025



- Nearly all representatives of the surveyed companies reported an increase in inquiries in 2022. In 2023 and 2024, customer inquiries stabilized, but nearly 2/3 of respondents still indicated an increase.
- Forecast for 2025: 2/3 of respondents expect a further increase in inquiries.

Data for the years 2016, 2020, and 2021 is unavailable. The chart presents the percentage of companies that indicated a specific range of increase/decrease in the number of inquiries.

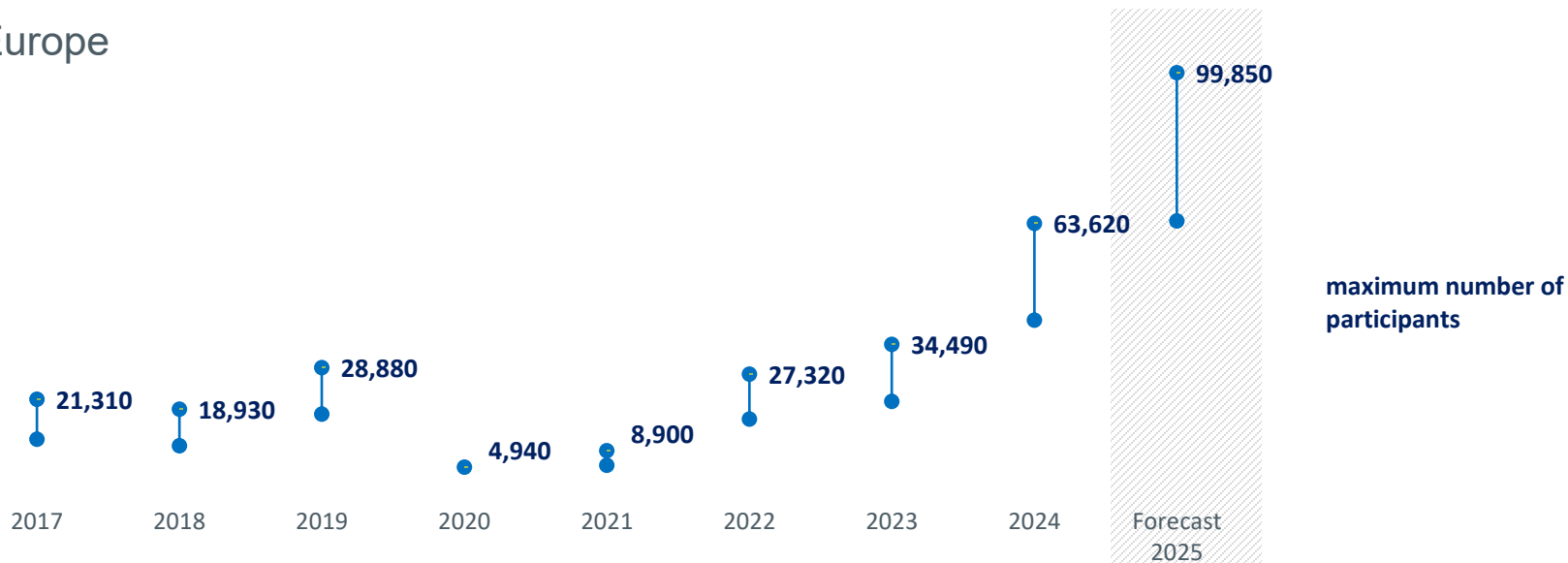
What increase/decrease in the number of inquiries from clients regarding international incentive trips did your company record in ... year compared to ... year?

What increase/decrease in the number of inquiries from clients regarding international incentive trips does your company predict for 2025 compared to 2024?

Estimated range of the number of participants in international incentive trips

2017-2025

Europe



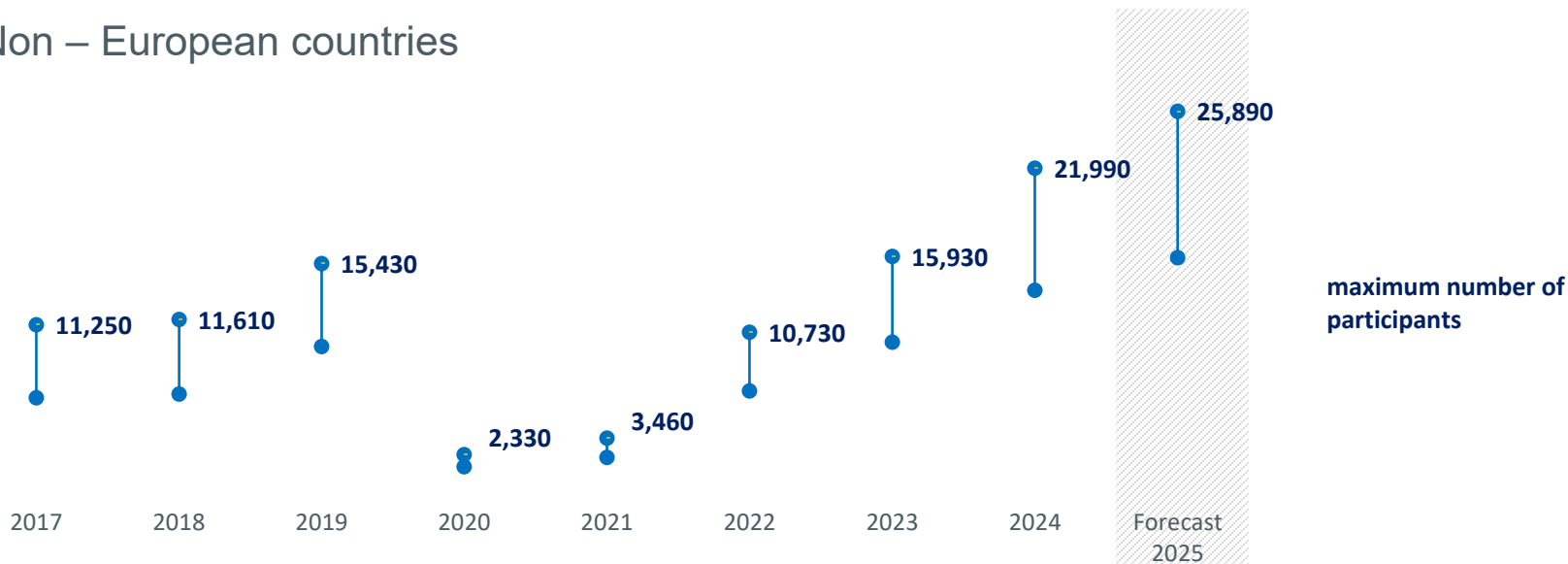
- In the pandemic year 2020, there was a sharp decline in the number of participants in European incentive trips.
- In 2021, the number of participants nearly doubled, but it was not until 2022 that the number returned to the 2019 level.
- In 2024, a sharp increase in the number of participants was recorded (nearly double).
- Forecast for 2025: the estimated number of trip participants is expected to rise significantly again.

The chart presents the estimated number of participants of all trips organized by SOIT companies; to estimate the values the ends of the indicated ranges were used respectively.

Estimated range of the number of participants in international incentive trips

2017-2025

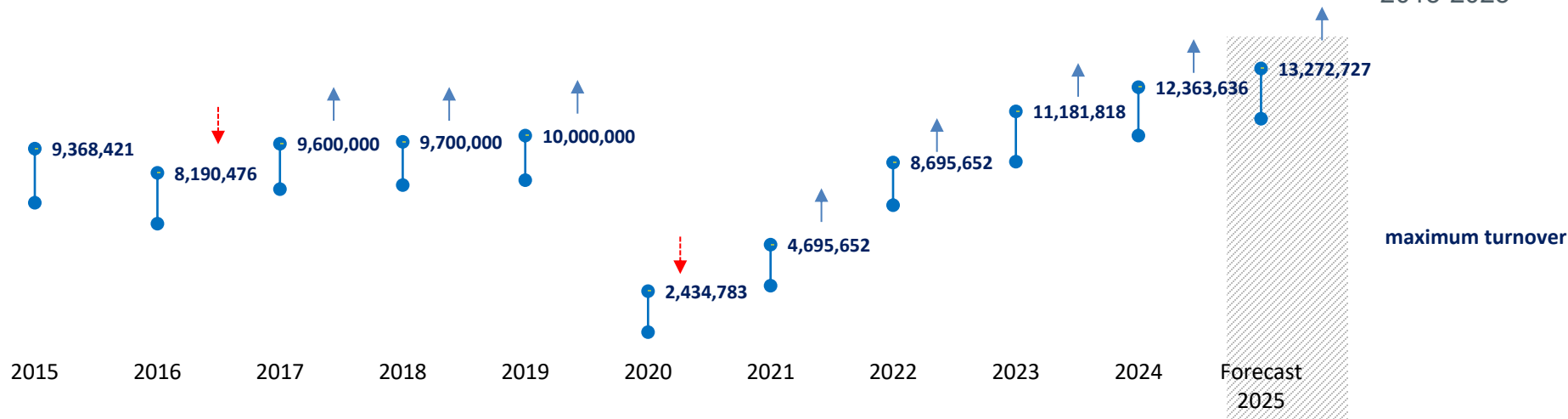
Non – European countries



- In the case of European trips, the number of participants returned to pre-pandemic levels in 2022; however, the number of participants in non-European trips was still lower that year. A return to pre-pandemic levels was not seen until 2023.
- The year 2024 brought an increase in the number of participants, although not as sharp as in the case of European trips.
- Forecast for 2025: the number of participants in non-European trips will be higher, although the growth rate will decrease.

The chart presents the estimated number of participants of all trips organized by SOIT companies; to estimate the values, the beginnings, middles, and ends of the indicated ranges were used respectively.

Estimated range of average company turnover from international incentive trips 2015-2025

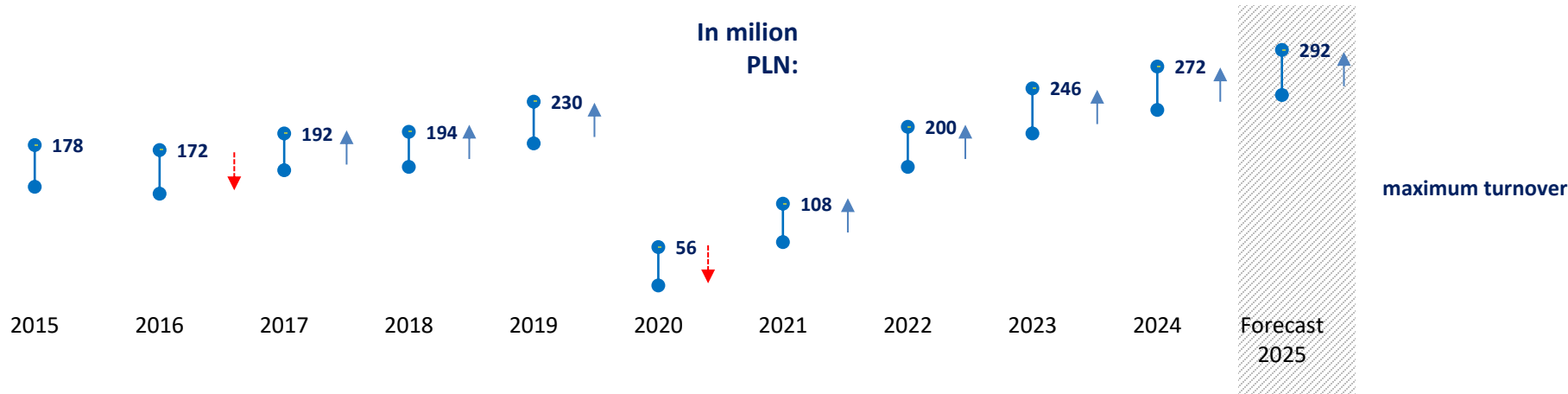


- In 2015, the average turnover of a company associated with SOIT from incentive trips ranged from 6.7 to 9.4 million PLN.
- In 2016, a decline in average turnover of SOIT companies was recorded; 2017 brought an increase that continued over the next three years.
- In the pandemic year 2020, the average turnover of SOIT companies dropped sharply (from 400 thousand to 2.4 million PLN).
- Since 2021, the average turnover of SOIT companies has increased each year.
- Forecast for 2025: the average turnover of companies associated with SOIT will rise again.

The chart shows the range of average company turnover from international incentive trips; to estimate average values, the beginnings, midpoints, and ends of the indicated ranges were used accordingly.

Estimated range of total turnover of SOIT companies on international incentive trips

2015-2025



- Before the pandemic (2019), the estimated turnover of all companies associated with SOIT from incentive trips was around 230 million PLN.
- In 2020, the total turnover of SOIT companies dropped to between 10–56 million PLN. The year 2021 brought significant improvement, but it was only in 2023 that the total turnover of SOIT companies exceeded that of 2019.
- Since 2021, the total turnover of SOIT companies has increased every year.
- Forecast for 2025: the total turnover of companies associated with SOIT will rise again, approaching 300 million PLN.

The chart presents the turnover range of all SOIT companies on foreign incentive trips; to estimate the values, the beginnings, middles, and ends of the indicated ranges were used respectively.

What turnover did your company record on foreign incentive trips in ... year?
What turnover does your company forecast for foreign incentive trips in 2025?

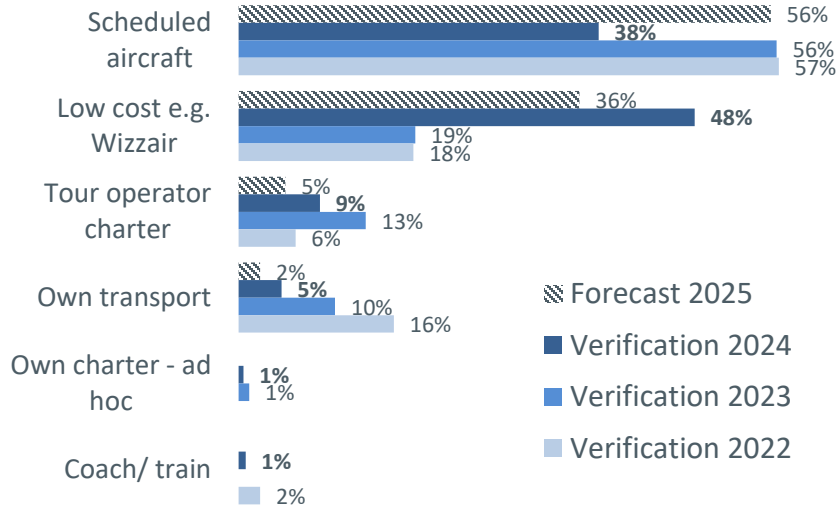


TRANSPORTATION AND DESTINATIONS

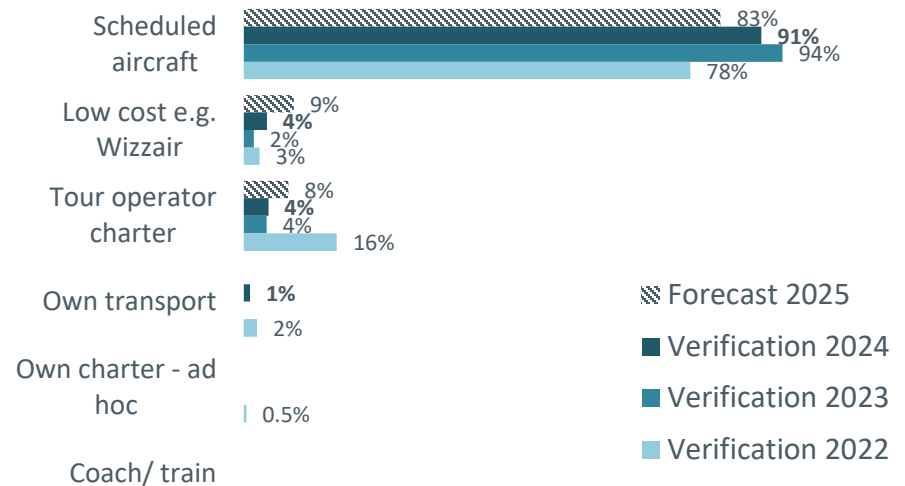
Means of transportation

2022-2025

Europe



Non – European countries



- Scheduled flights are by far the most popular means of transport, especially for non-European trips.
- In 2024, for European trips, the most common choice was low-cost airlines.
- The importance of self-drive travel is decreasing for European trips; for longer journeys, this type of transport is negligible.
- Coach and train account for a small percentage of European trips and, understandably, are not used for longer trips.

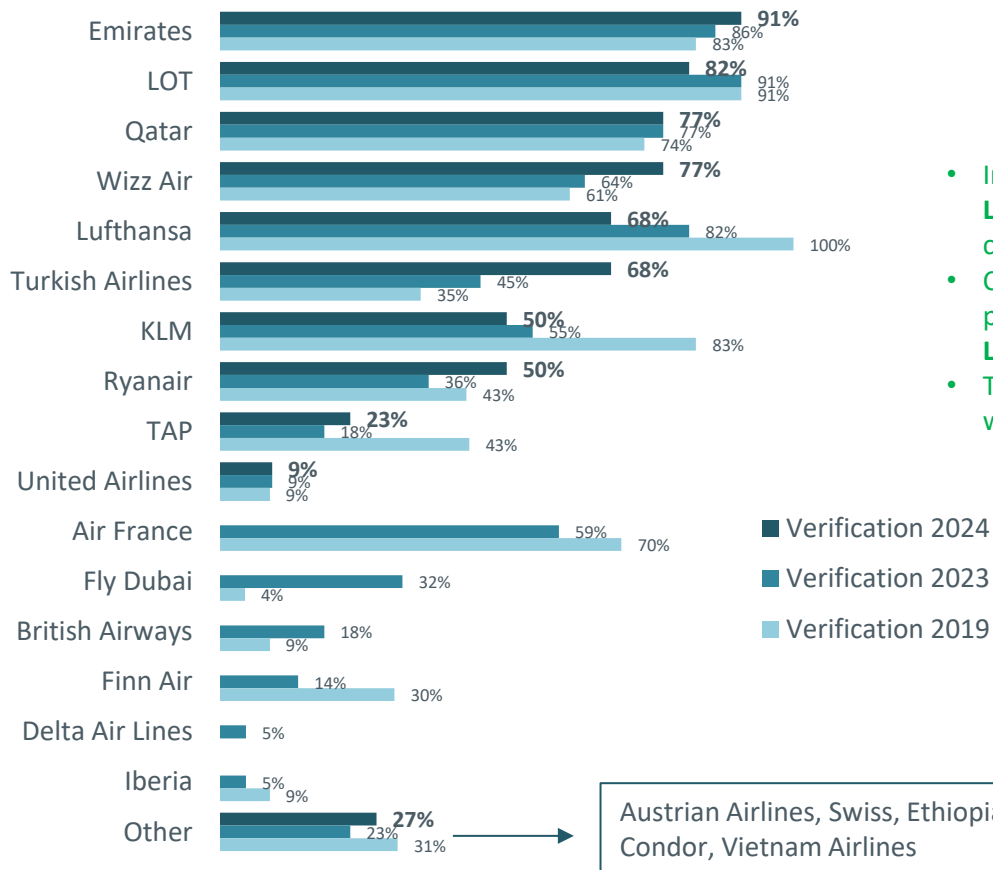
The chart presents the percentage of trips made by a given means of transport.

What means of transport were used for trips in your company in ... year?

What means of transport will be used for trips in your company in 2025?

Airlines

2019 i 2023-24

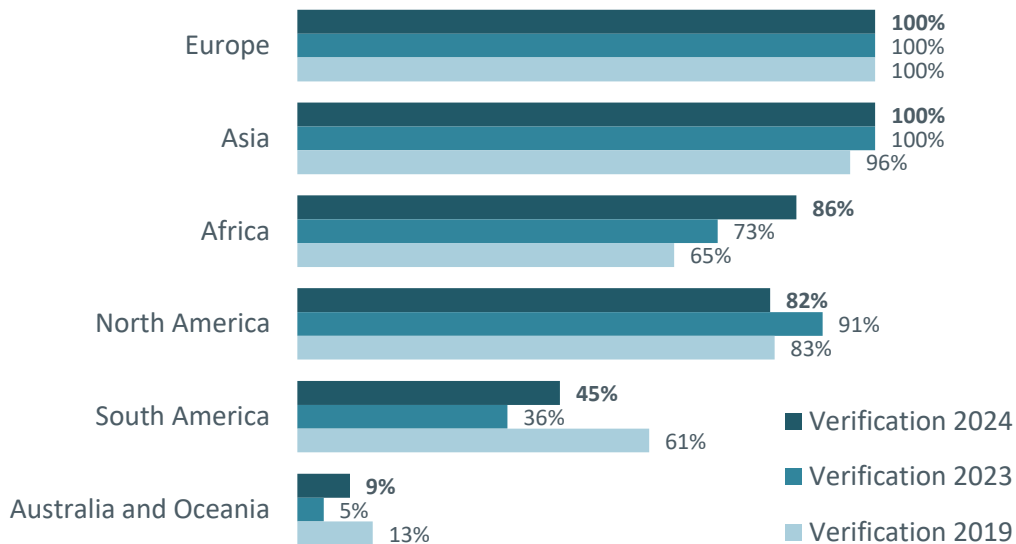


- In 2019 and 2023, the most popular carrier was **LOT**, but in 2024 the largest share of SOIT companies used **Emirates**.
- Compared to previous years, a decreasing percentage of companies are choosing **Lufthansa**.
- The biggest increase between 2023 and 2024 was recorded by **Turkish Airlines**.

The chart presents the percentage of companies that used a given carrier.

Travel destinations - continent

2019 i 2023-24

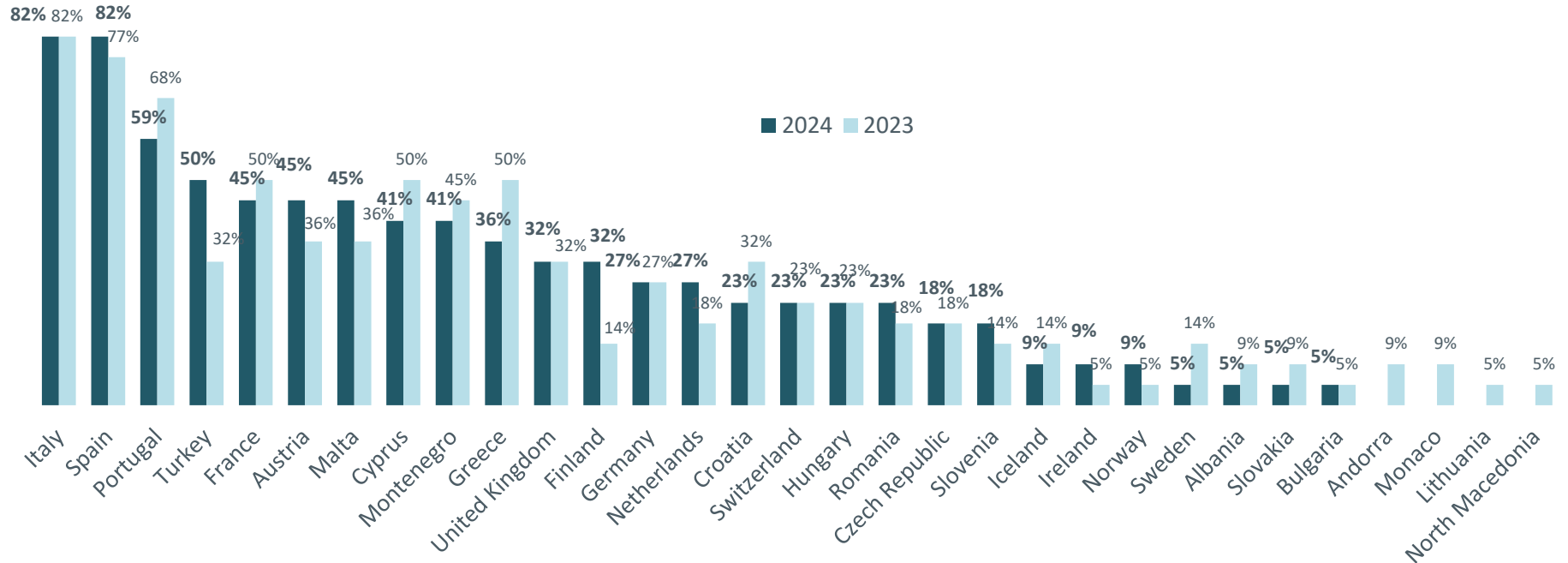


- In 2023–2024, all SOIT members organized trips to European and Asian countries.
- In 2024, the percentage of companies organizing trips to South America and Africa increased.
- In 2024, a decline in trips was recorded for North America.

The chart presents the percentage of companies making trips to a given continent.

Trips to countries on which continents did your company carry out in year?

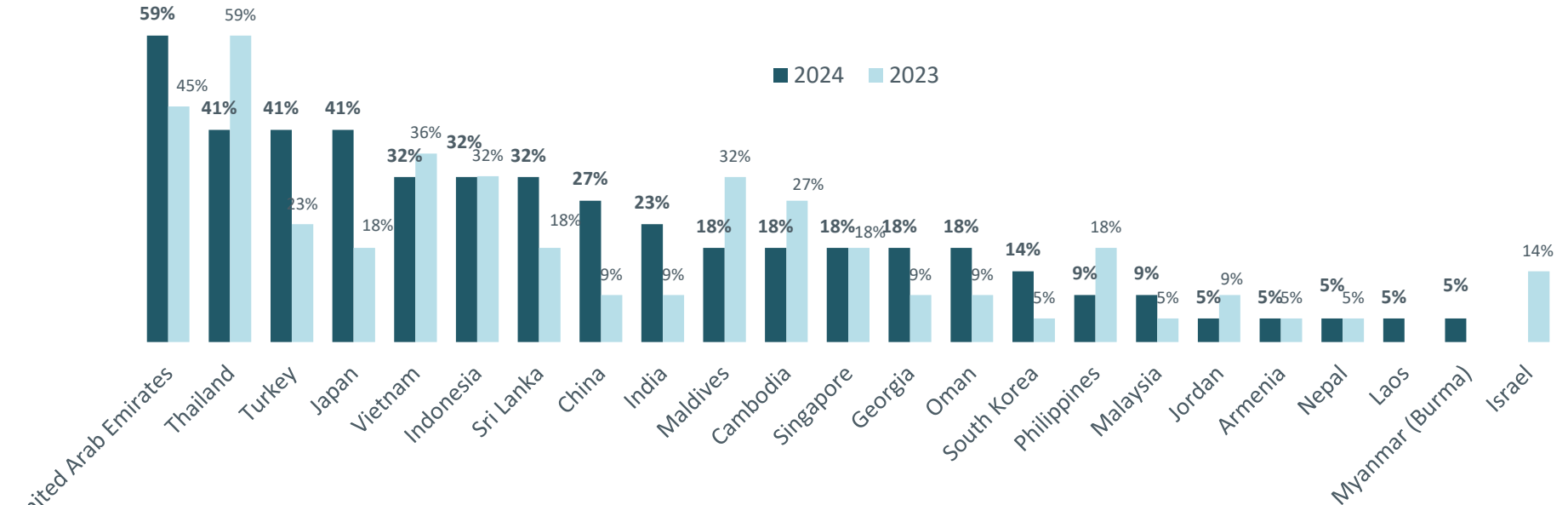
Europe



- In 2023–24, SOIT members most frequently organized trips to Italy and Spain.

The chart shows the percentage of companies indicating trips to each country.

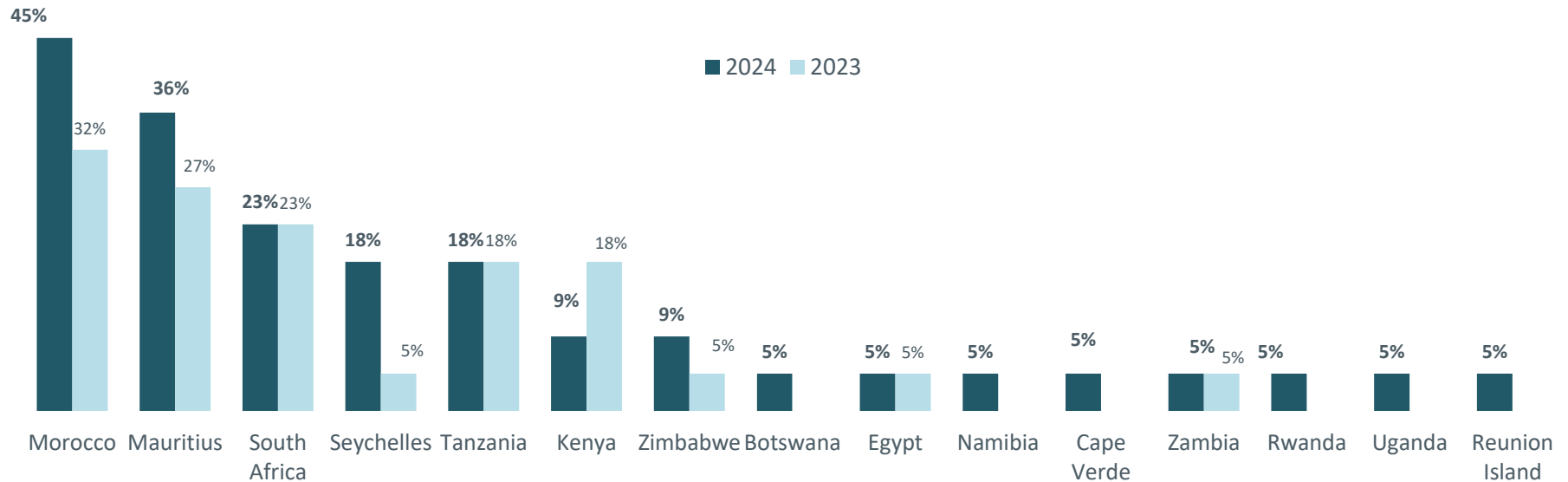
Asia



- In 2024, a higher percentage of SOIT companies organized trips to the United Arab Emirates, Turkey, Japan, Vietnam, Sri Lanka, China, India, Georgia, Oman, South Korea, and Malaysia.
- In 2024, no trips to Israel were recorded

The chart shows the percentage of companies indicating trips to each country.

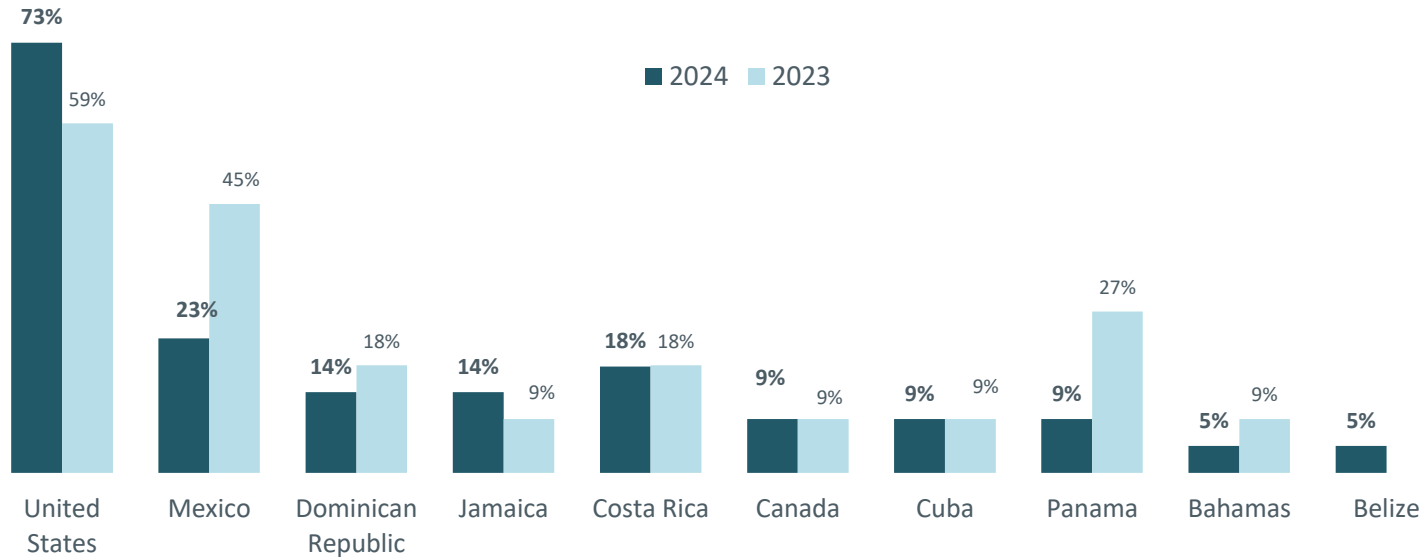
Africa



- In 2023–24, the highest percentage of SOIT companies organized trips to Morocco and Mauritius.
- In 2024, the number of companies organizing trips to Kenya decreased, while a significant increase was recorded for the Seychelles.

The chart shows the percentage of companies indicating trips to each country.

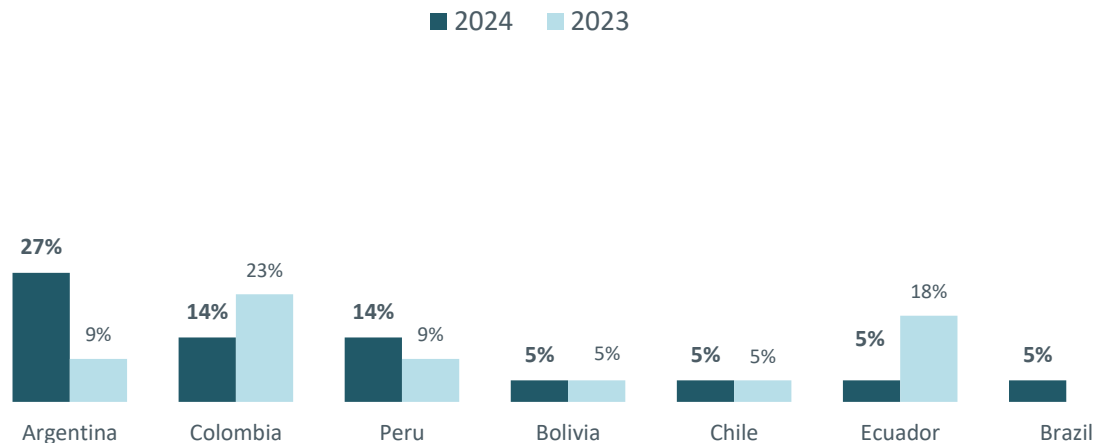
North America



- In 2023, more than half of SOIT companies organized trips to the USA; however, in 2024, a further increase was recorded — to nearly 3/4 of the member companies.
- A decline, on the other hand, was observed in the case of trips to Mexico and Panama

The chart shows the percentage of companies indicating trips to each country and the total number of trips made by SOIT to each country.

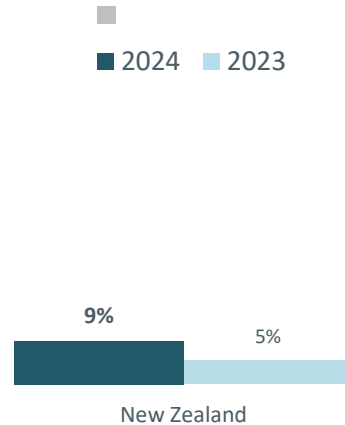
South America



- In 2024, the most popular travel destination among South American countries was Argentina.
- Meanwhile, the popularity of trips to Colombia and Ecuador declined.

The chart shows the percentage of companies indicating trips to each country and the total number of trips made by SOIT to each country.

Australia and Oceania

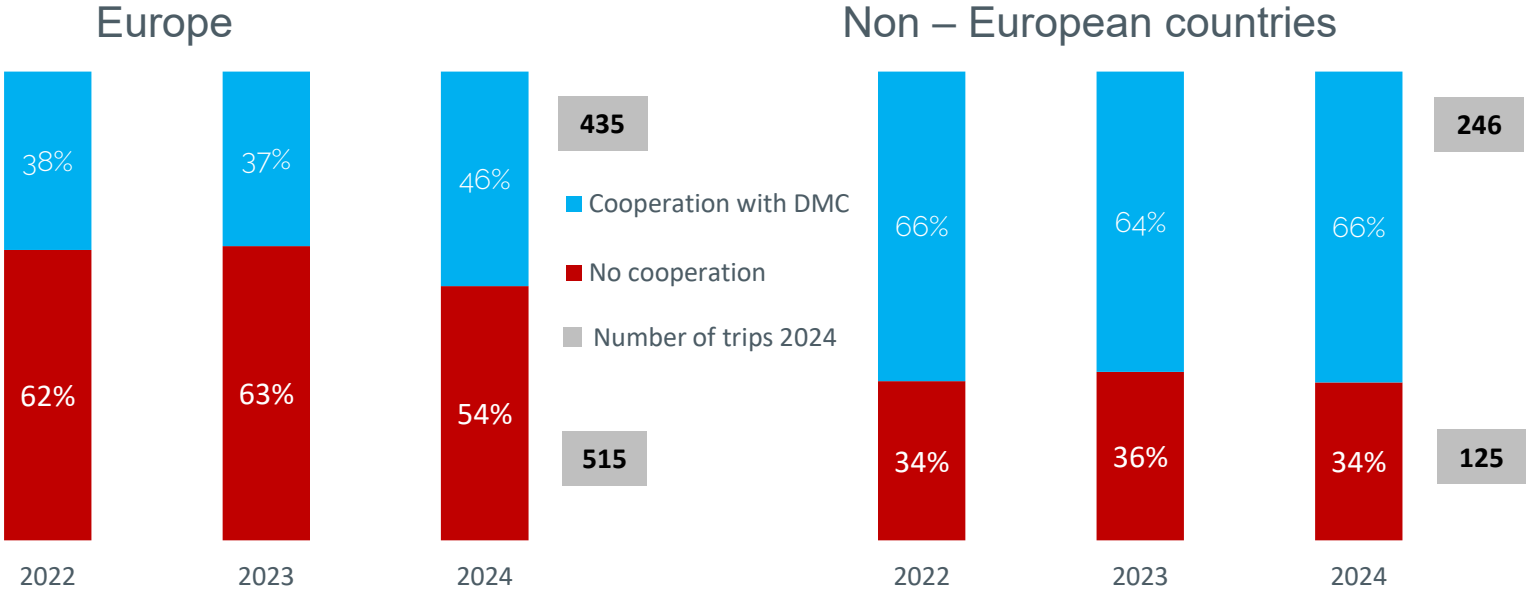


- In 2023, only one company organized a trip to New Zealand; in 2024, it was two companies.
- In 2023–24, no company organized a trip to Australia.

The chart shows the percentage of companies indicating trips to a given country and the total number of trips organized by SOIT to that country.

Number of trips in cooperation with DMC

2022-2024

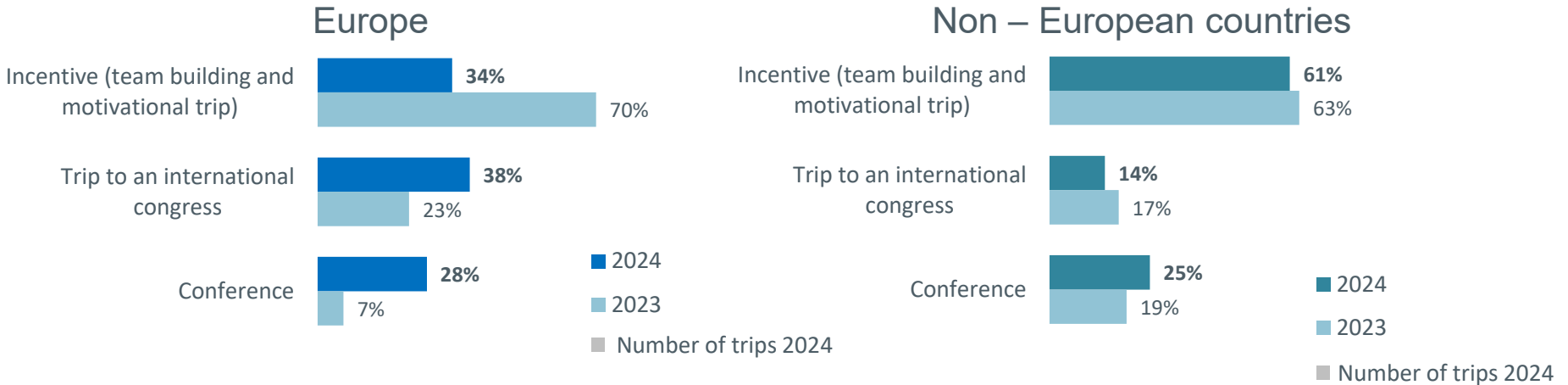


- In the years 2022–2024, companies belonging to SOIT collaborated with DMCs almost twice as often when the travel destination was a non-European country. For European trips in 2024, there was an increase in projects carried out in cooperation with DMCs

The chart shows the percentage and total number of trips organized in collaboration with DMCs.

Type of foreign incentive trips

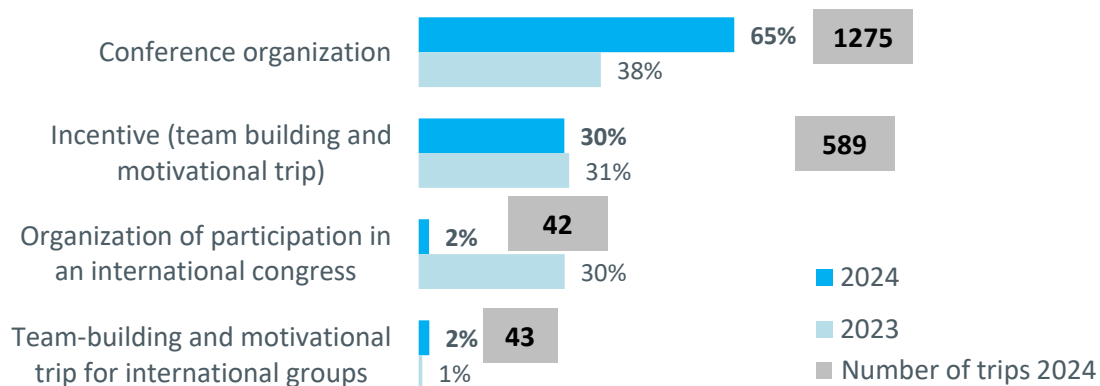
2023-24



- In 2023, among international trips organized by SOIT members, incentive trips (integration and motivation) clearly dominated.
- In 2024, among European trips, international congress trips were slightly more frequent.
- In 2024, among non-European trips, incentive trips still clearly dominated.

The chart shows the percentage and total number of each type of trip organized by SOIT.

Poland



- SOIT members organize numerous domestic events – in 2024, a total of 1,949 events were held.
- In 2024, among the events held in Poland, organizing conferences was by far the most frequently indicated activity – their share in all domestic SOIT events nearly doubled

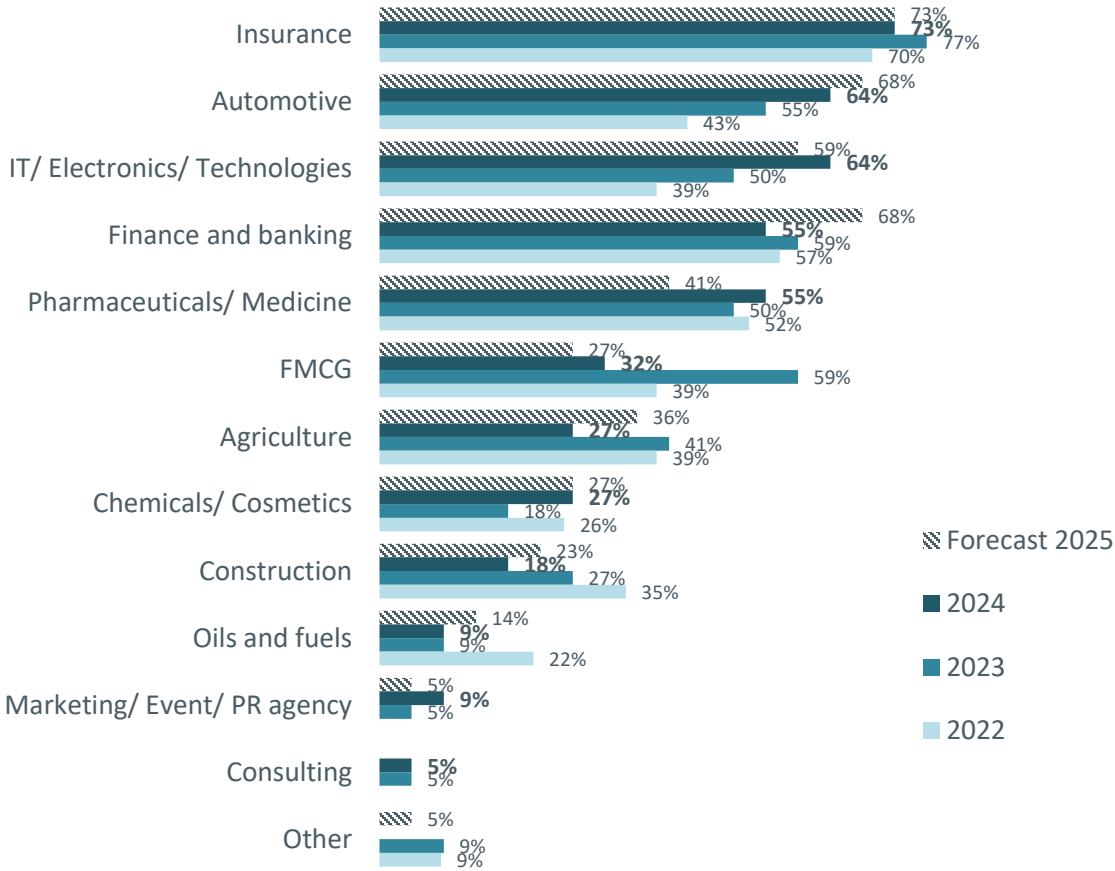
The chart shows the percentage and total number of different types of events organized by SOIT in Poland.



CLIENTS

Clients - industries

2022-2025



Forecast for 2025: Clients from the financial and insurance sectors will continue to dominate, and the proportion of clients related to the automotive industry will also increase.

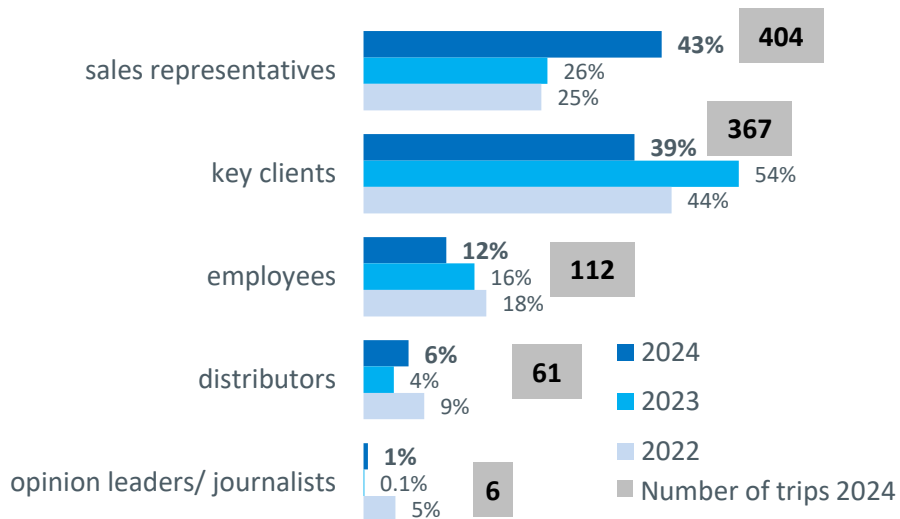
The chart show percentage of companies that had clients from the given industry.

Think about your company's clients from ... year, from which industries were they most often? How do you predict? From which industries will your company's clients most likely come in 2025?

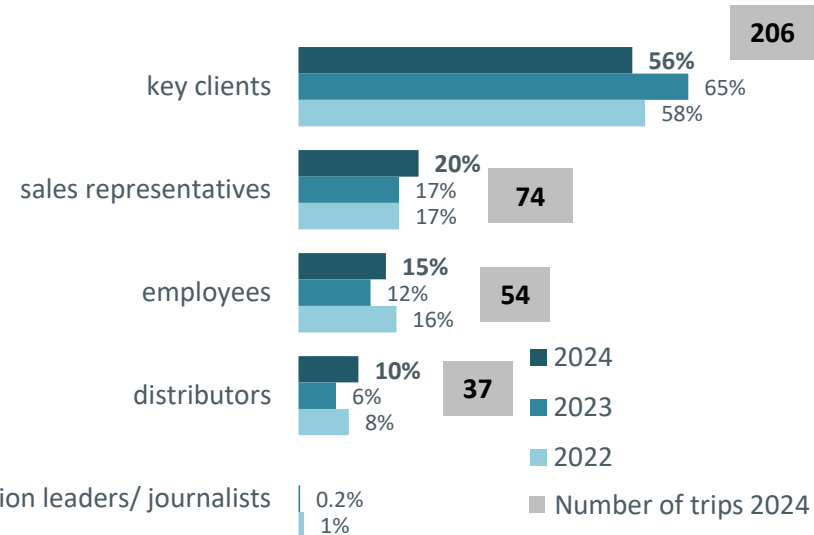
Clients – target groups

2022-2024

Europe



Non – European countries



- In Europe in 2024, the most frequent target group for trips organized by SOIT members were sales representatives, whereas in non-European countries — key clients.

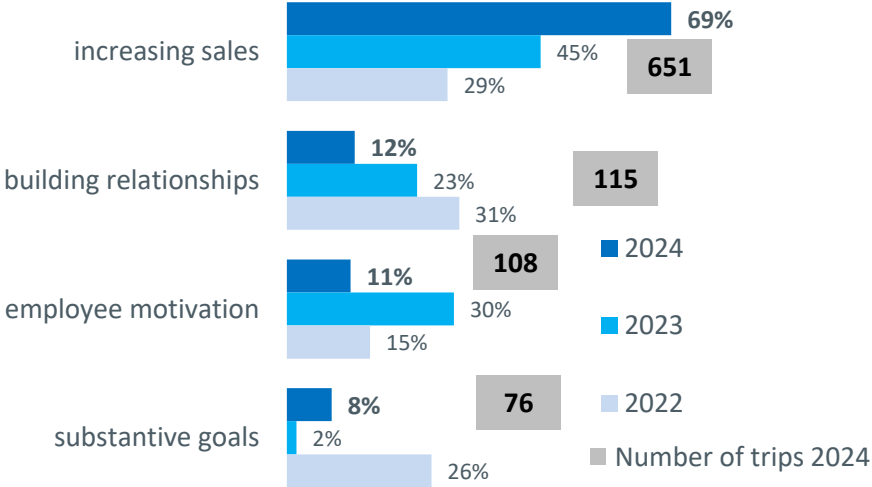
The chart shows the percentage and total number of trips made by SOIT for various target groups.

How many groups/incentive trips did your company realize for a given target group in ... year?

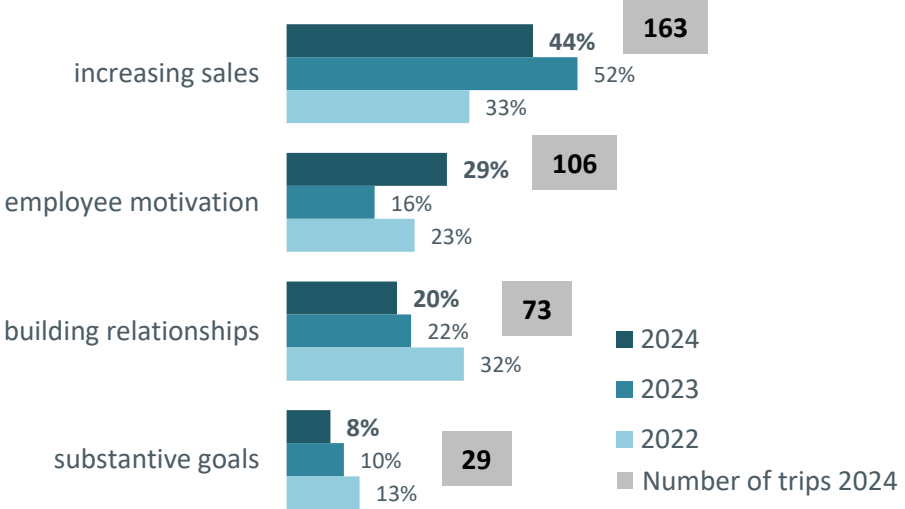
Clients – purpose of trip

2022-2024

Europe



Non – European countries



- Increasing sales is the most common goal of both European and non-European trips in the years 2023–24.
- For both European trips and long-distance travel, the number of trips focused on relationship building has been declining for the past three years.

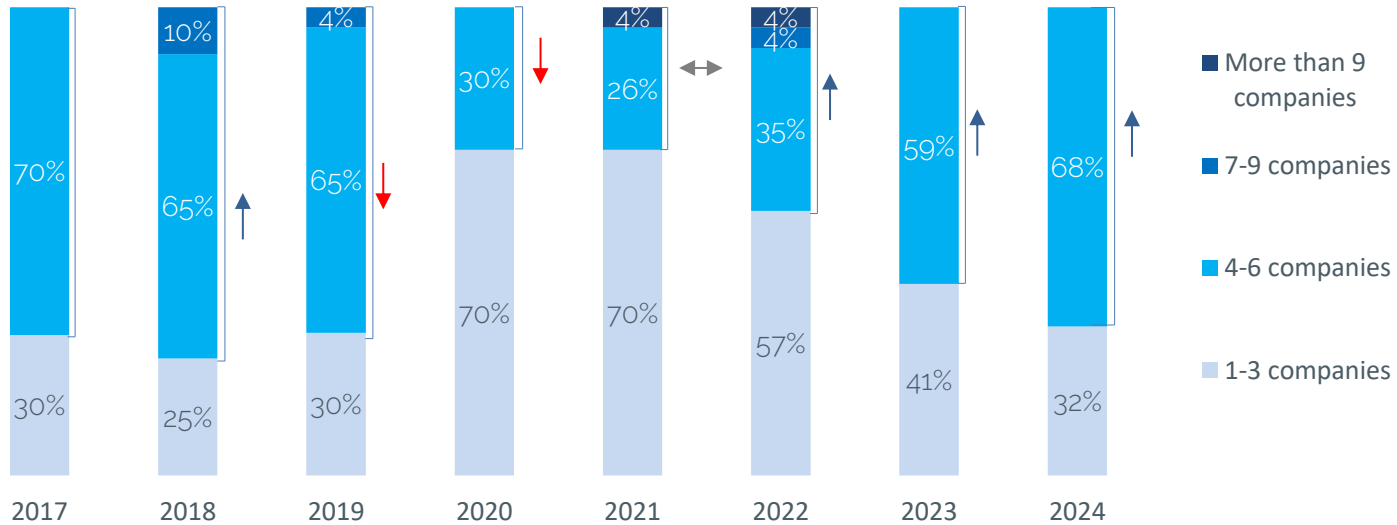
The chart presents the percentage and total number of trips made by SOIT for a given purpose.



TENDERS

Tenders – amount of companies

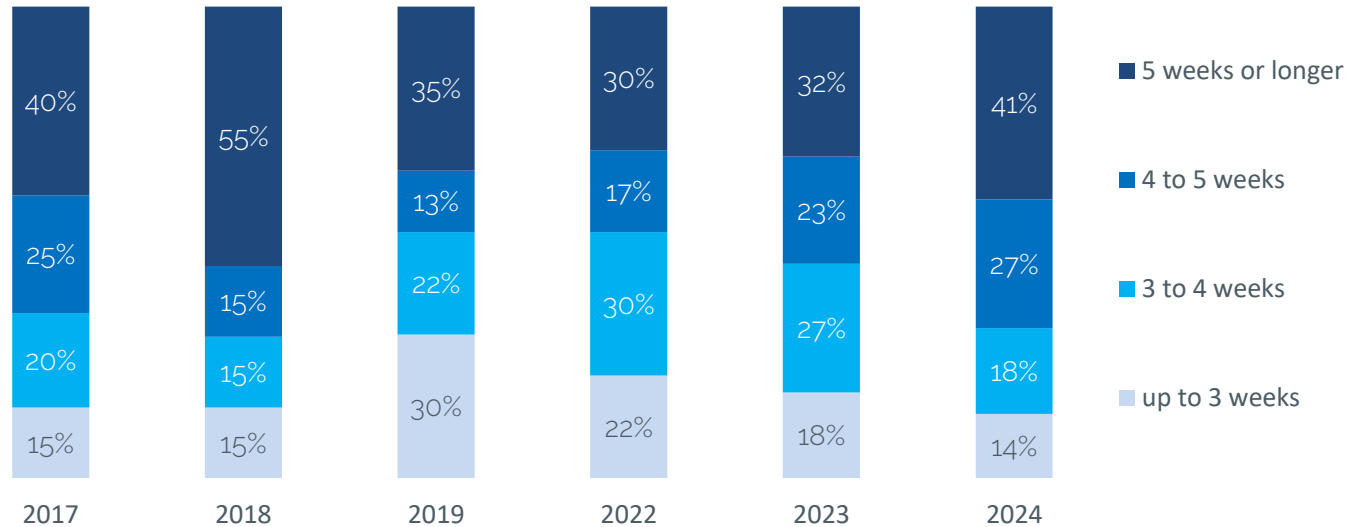
2017-2024



- In 2020, a decrease in the number of companies participating in tenders was recorded, which continued in 2021.
- In 2022, the number of companies taking part in tenders increased, but it did not return to pre-COVID-19 pandemic levels.
- A stronger rebound can be observed in 2023–24; however, no more than 6 companies participated in any given tender.

The chart presents the percentage of companies that selected each response.

Tenders - duration 2017-2024

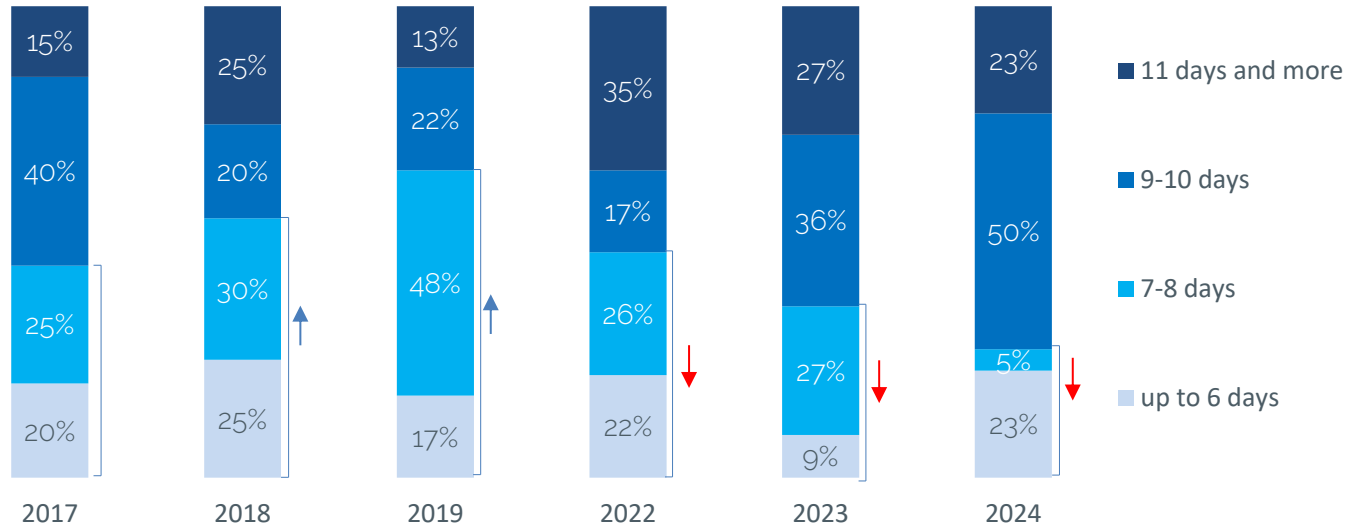


- In 2018, compared to 2017, the percentage of companies participating in tenders lasting at least 5 weeks increased.
- In 2019, there was a decline in tenders lasting more than 5 weeks compared to the previous year.
- In 2022 and 2023, the percentage of tenders lasting more than 5 weeks remained lower, but in 2024, an increase was observed.

The chart shows the percentage of companies that indicated a given tender duration range.

Tenders – time to prepare the offer

2017-2024



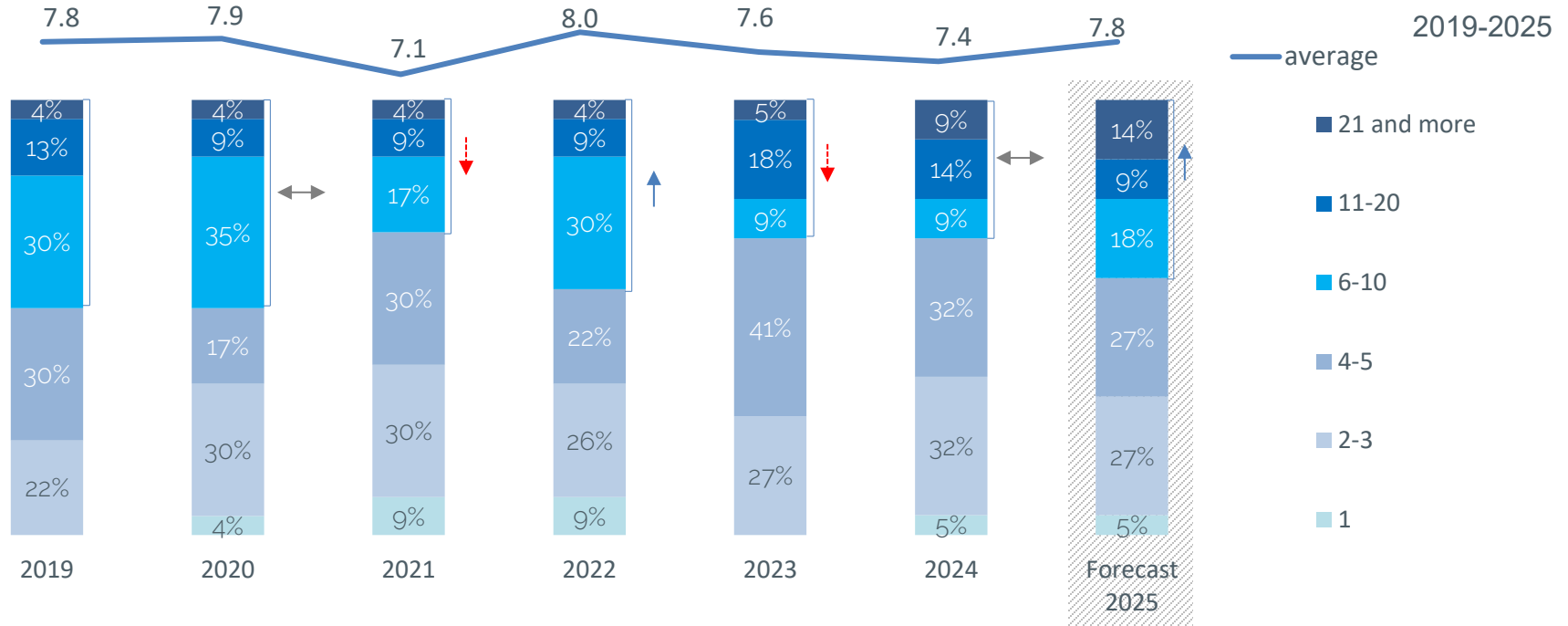
- In 2018 and 2019, according to respondents, the time to prepare an offer most often did not exceed 8 days.
- In 2022, an increase in the time to prepare an offer was noted — every third respondent from a company associated with SOIT indicated that it was 11 days or more.
- In 2023–24, the largest percentage of company representatives indicated that the time to prepare offers was 9–10 days.

The chart shows the percentage of companies that indicated a given time range for preparing an offer.



EMPLOYEES

EMPLOYEES – PROJECT MANAGERS



- The noticeable decline in the number of employed Project Managers did not occur in 2020, but only in 2021.
- In 2022, the number of employed Project Managers increased, however, in 2023 a decline was noted, which persisted in 2024.
- Forecast for 2025: the number of employed Project Managers will increase.

The chart shows the percentage of companies that indicated the number of Project Managers falling within a given range, as well as the average number of Project Managers for all companies.

How many employees did your company employ permanently in the year ... (regardless of the form of cooperation)?

How many of them were Project Managers?

How many employees will your company employ permanently in 2025 (regardless of the form of cooperation)? How

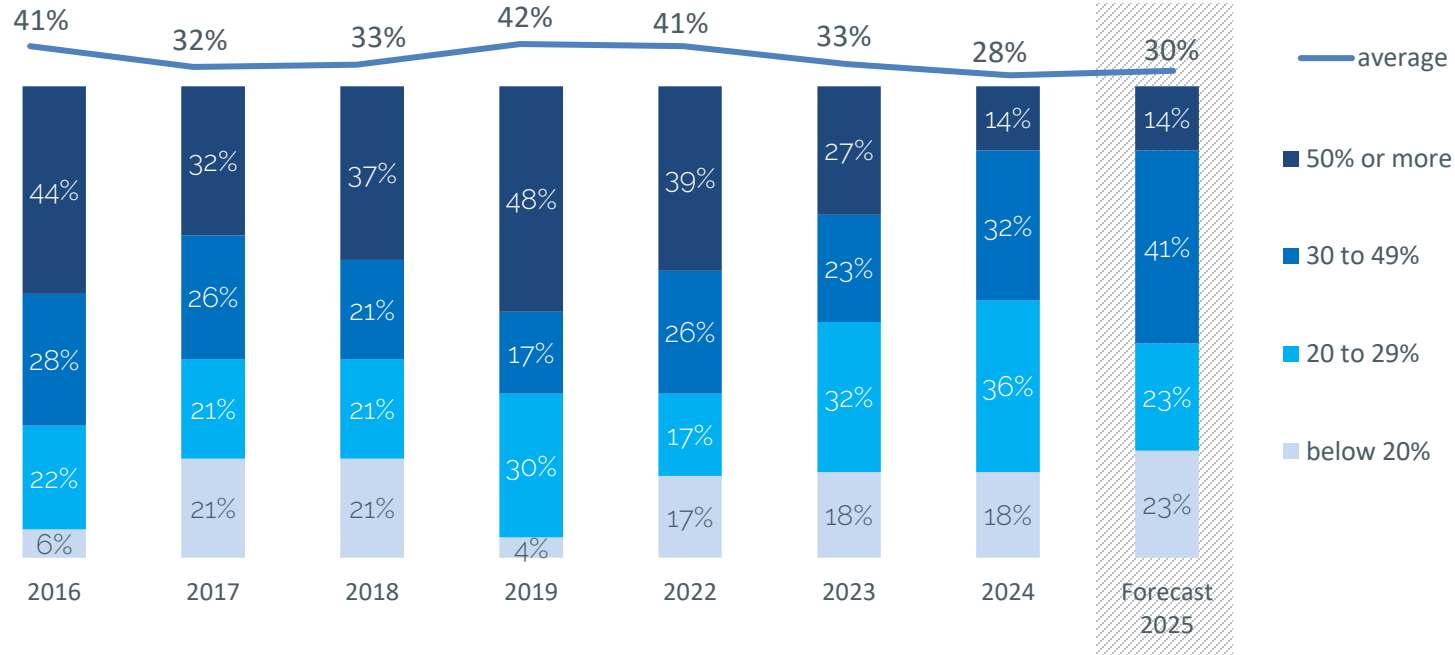
many of them will be Project Managers?



SOIT and the Polish market

Estimated share of SOIT in the market of foreign incentive trips

2016-2025



- Respondents were asked to indicate the percentage share of companies affiliated with SOIT in the entire incentive travel market. According to nearly 40% of respondents in 2022, SOIT companies accounted for half or more of the incentive market.
- In the years 2023-2025, estimates were more cautious; the averaged responses of respondents suggest that SOIT companies make up about 1/3 of the market.

***One company was excluded from the analysis – it indicated SOIT's share at the level of 95% (years 2017-2019_**

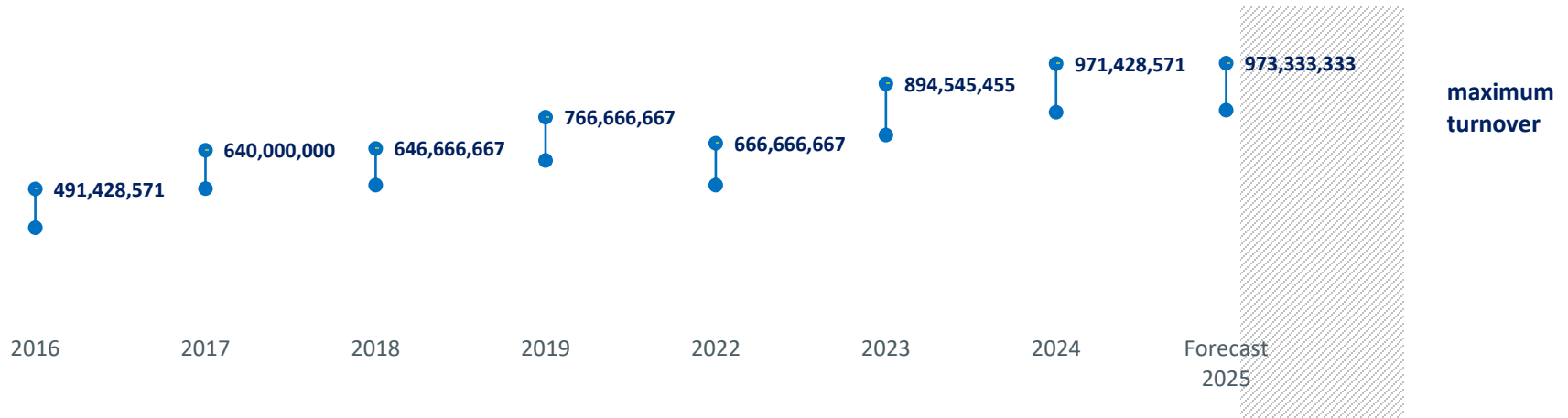
The chart presents the percentage of companies that indicated a SOIT share within a given range and the average SOIT share for all companies.

How large was the share of all companies associated with SOIT in the foreign incentive travel market in Poland in year?

How large will the share of all companies associated with SOIT be in the foreign incentive travel market in Poland in 2025?

Estimated range of turnover for all companies from the market for foreign incentive trips in Poland

2016-2025



- In 2024, the estimated value range of the incentive market increased by just under 100 million PLN compared to 2023.
- In 2025, a minimal increase in the size of the incentive market is expected; however, it is not expected to exceed 1 billion PLN.

The chart presents the estimated turnover range (from incentive trips) of all companies in the foreign incentive travel market in Poland.

The turnover of SOIT companies and the estimated share (median) of these companies in the foreign incentive travel market in Poland were used to estimate the value.

How large was the share of all companies associated with SOIT in the foreign incentive travel market in Poland in 2023?
How large will the share of all companies associated with SOIT be in the foreign incentive travel market in Poland in 2025?

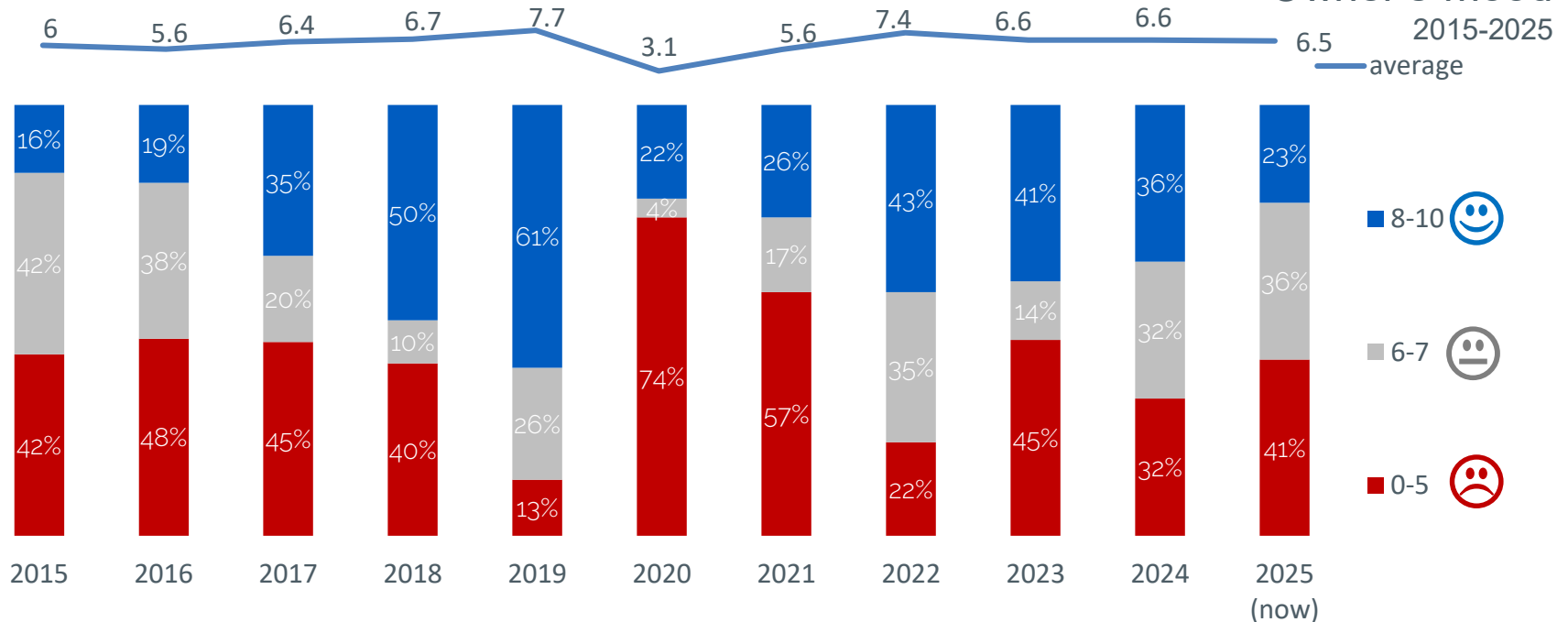
Barometr SOIT

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ADDITIONAL QUESTIONS

Owner's mood



- The coronavirus pandemic triggered the worst moods among survey participants in the history of the SOIT Barometer.
- The year 2022 brought a significant improvement in the moods of business owners and managers, but the record-breaking optimism seen in 2019 did not return.
- In the years 2023–2025, a decline in the highest ratings is observed. A greater percentage of companies reported a worse mood at the time of completing the survey than at the end of 2024.

The chart shows the percentage of companies that indicated a given level of satisfaction, as well as the average level of satisfaction. Barometr SOIT

What was your mood, as the owner or person managing the company / Incentive department, at the end of year? Copyright by Krzysztof Pobożniak
And how do you feel now – at the moment of completing the survey? 47



THANK YOU

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