

## LESS IS MORE WHEN MOTIVATION IS THE KEY



*How long does the perfect group travel last and is team-building still the number one event for corporate travel? 308 MICE experts have shared their opinions on these and other industry-related questions in the PRO SKY Destination Report 2017.*

50 to 100 participants – this year's survey participants have stated that this will be the most common group size in 2017. Possible reasons could be greater flexibility in terms of destination and travel period, but also in terms of cost savings.

Overnight stay? Yes, please! According to Europe's MICE experts, a weekend with two nights is the most convenient length of stay for a successful corporate event.

### EMPLOYEE MOTIVATION IS THE TOP TREND IN 2017

Compared to 2016, team-building events remain one of the most popular event types for group travel. Nevertheless, incentive trips win the race despite the decrease of 2%. Are you looking forward to motivating your colleagues?

How many participants are planning product launches, press events or staff training courses?

Find this year's results in the [PRO SKY Destination Report 2017](#)