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<tr>
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<td>20.8%</td>
</tr>
<tr>
<td>Earning the travel award increased my feelings of “belongingness” to the company that provided this award</td>
<td>1.2%</td>
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<td>21.0%</td>
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<tr>
<th>Category</th>
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<tr>
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With respect to Corporate Social Responsibility (CSR), our study found a low degree of emotional impact with participants. Conventional wisdom in the motivational events industry is that CSR events are necessary in order to have positive impact on Generation Y (Millennials). To further explore this, we looked at differences in response between generations and found there were no significant differences across generations (Baby Boomers, Generation X and Generation Y) with respect to the impact of these memorable experiences. The only reliably significant difference was that participants in Generation Y felt the memory of the CSR event more intensely than the Baby Boomers.

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INCENTIVE TRAVEL: THE PARTICIPANT’S VIEWPOINT

PART III: MEMORABLE CHARACTERISTICS OF INCENTIVE TRAVEL

jointly sponsored by the Site International Foundation and the Incentive Travel Council

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