



# GBTA Annual Business Report | 2022 in Review

A Year of Community, Learning & Advocacy

July 25, 2023

# GBTA Annual Business Meeting | 2022 Report

Introduction & Strategy 2022 Recap

2022 Association Financials

2022 GBTA By The Numbers

Key Highlights & Milestones

- Established A New Brand for a New Era
- Relaunched the GBTA Foundation
- Events Reinvigorated the GBTA Community
- Education and Research Empowered Learning
- Advocacy Led With Action and Impact

A Look Ahead for 2023

*Under the bylaws as a 501(c)6 non-profit organization, GBTA annually publishes its revenue and expense financials for the preceding fiscal year. Financials reflect Association audited figures only.*



Dear GBTA Members and Constituents:

In 2022, GBTA witnessed the industry's recovery and focused on rebuilding for a stronger future. We hosted in-person events in all regions around the globe, fostering collaborations and advocating for our members' interests.

Financial stability was a priority, enabling us to deliver high-quality services. Virtual events became more prevalent, providing industry-leading education and networking opportunities. Our mission is to deliver exceptional value to our members, enhancing their ROI. We introduced new benefits, resources, and tools tailored to their needs. We are grateful for your unwavering support, which has shaped GBTA's progress.

We are committed to serving you with excellence and appreciate your continued trust and partnership.

Denise



**Denise Truso, CCTE, GTP**  
*President, GBTA Board of Directors*



Dear GBTA Community:

The list of major achievements is long: restoring a full year of in-person events and programs, advocating for post-pandemic "normal" government policies, introducing a new brand, and relaunching our 501(c)3 GBTA Foundation. Without a doubt, 2022 was a year of great progress for the Global Business Travel Association and our stakeholders.

Because of the doubly challenging efforts to restart from 2020-2021's standing stop, the achievements of 2022 are truly remarkable – and all thanks to our team, members, volunteers, sponsors and partners.

We trust that this positions the association membership and our industry for a bright and prosperous future. We couldn't do it without you.

Thank you,  
Suzanne



**Suzanne Neufang**  
*CEO, GBTA*

# GBTA Board of Directors



**Denise Truso, CTE, GTP**  
*President, GBTA*  
Global Travel Manager  
PayPal



**Mark Cuschieri**  
*Vice President, GBTA*  
Executive Director  
Global Head of Travel  
UBS



**Tammy Routh**  
*President, Allied Leadership Council, GBTA*  
Senior Vice President  
Global Sales Organization  
Marriott International



**Rosemary Maloney**  
*CPC President, GBTA*  
Travel & Expense Manager  
Alteryx



**Maria Chevalier**  
*Allied Seat, At Large, GBTA*



**Michelle (Mick) Lee**  
*Direct Seat, At Large, GBTA*  
Chief Administrative Officer  
MBO Partners



**Jens Liltorp, CTE**  
*Direct Seat, Regional Europe, GBTA*  
Manager, Global Travel and Meetings  
LEO Pharma



**Alison Taylor**  
*Allied Seat, At Large, GBTA*  
Chief Customer Officer  
American Airlines



**Barbara Rose**  
*Direct Seat, At Large, GBTA*  
Americas Travel, M&E Lead  
Ernst and Young



**Sue Spear**  
*Direct Seat, At Large, GBTA*  
Travel and Fleet Manager  
Cengage Learning



**Kevin Sullivan**  
*Allied Seat, At Large, GBTA*  
Managing Director of Sales  
(Global, National, Analytics, Customer Success)  
Southwest Airlines

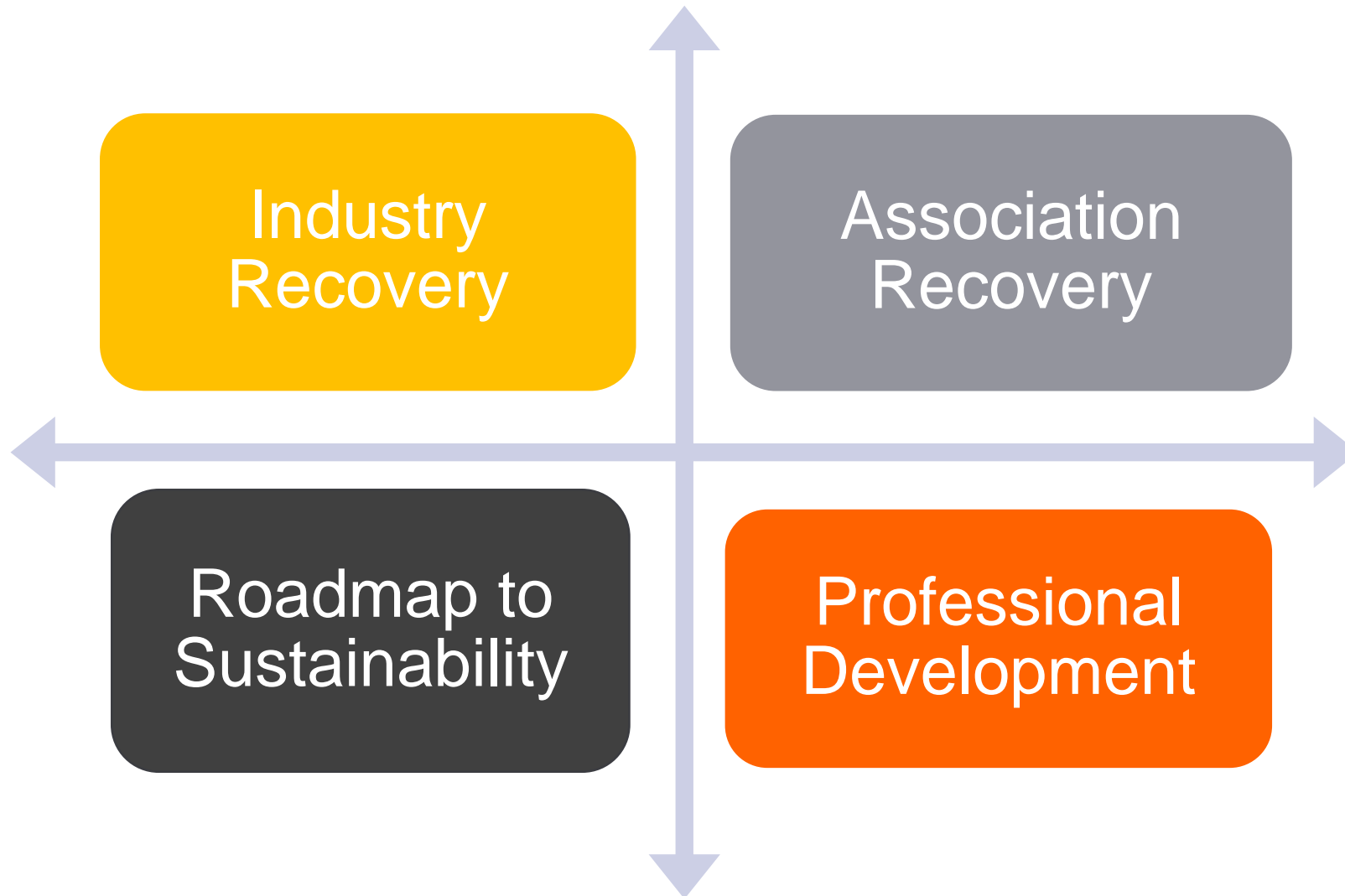


**Bruce McIndoe**  
*Allied Seat, At Large, GBTA*  
Founder and President,  
McIndoe Risk Advisory, LLC



**Suzanne Neufang**  
*CEO, GBTA*  
Ex-officio Member

# 2022 GBTA Strategy Based on Member Needs



# Many Voices. One Purpose.

GBTA is the platform for all sides to come together to tackle the changes in business travel, bringing many perspectives together under one roof.

## Community

Strengthening the bonds that hold the business travel community together

## Learning

The forum for members to learn about what matters most to them

## Advocacy

Representing our members and advocating for our common interests



Global reach with members in

**70+**  
countries

**99,000+**

Members and constituents

Global business travel &  
meetings industry in 2022

**\$1.2** Trillion

# 2022 Association Financials and GBTA By The Numbers



# GBTA By The Numbers in 2022

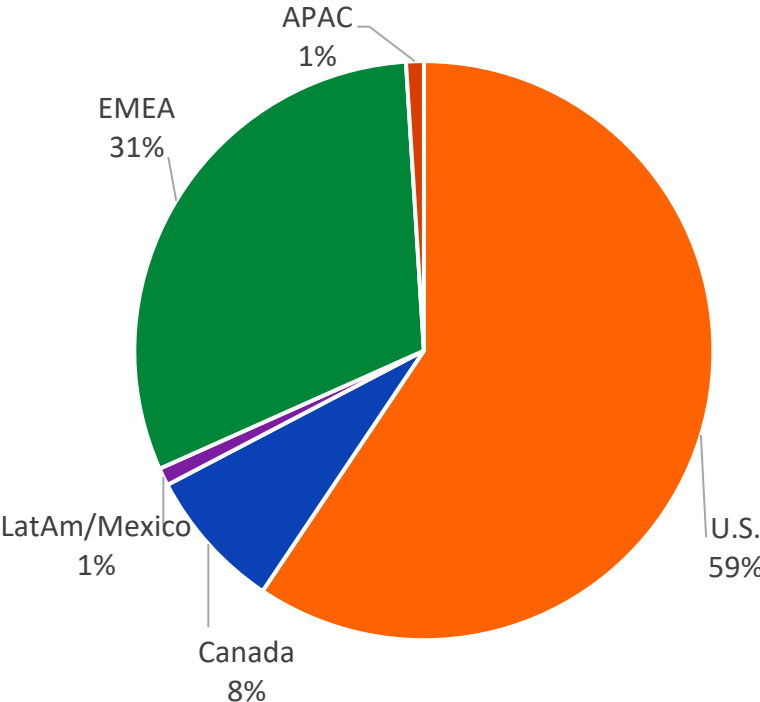
## SERVING OUR GLOBAL NETWORK

**7,110**  
Global members

**43 / 57**  
Split of Direct & Allied members

**67%**  
Membership retention rate

## MEMBERSHIP BREAKDOWN BY REGION IN 2022



## FOSTERING EDUCATION & INSIGHTS

**350+**  
Hours of learning provided  
to the industry in 2022

**93**  
Events, training and academy  
courses delivered globally

**14,000+**  
Registered attendees for  
education sessions



# GBTA 2022 Financials

Fiscal period 1/1/2022 -  
12/31/2022. Financials reflect GBTA  
Association audited figures only.



The assets and liabilities of the Association as of the  
end of the 12-month fiscal period as of 12/31/22

Assets	\$15.1M
Liabilities	\$6.5M*
<hr/>	
Net Assets	\$8.6M*

The principal changes in assets and liabilities,  
during said fiscal period.

	Dec 2021	Dec 2022	Change
Assets	\$20.9M	\$15.1M	-\$5.7M
Liabilities	\$11.2M	\$6.5M*	-\$4.6M
<hr/>			
Net Assets	\$9.7M	\$8.6M*	-\$1.1M

The revenue or receipts of the corporation, both restricted and  
unrestricted to particular purposes during said fiscal period.

**\$18.0M**  
2022 Revenues

The expenses or disbursements of the corporation, for both general  
and restricted purposes during said fiscal period.

**\$19.1M\***  
2022 Expenses

\*\$1.3M market net loss from investments reflected in financials

# 2022 Spotlights

## Celebrating GBTA Milestones and Achievements



## Established A New Brand for a New Era

### GBTA reimagined and launched a new GBTA brand at Convention in 2022

GBTA's purpose is to **engage the many voices** of business travel to build our collective future

We bring the global business travel industry together so our members can **learn** from and **inspire** one another, **develop** as businesses and individuals, represent our **common interests**, and **collectively** move the **industry forward**.

- The Platform for Collaborative Change
- Member-Driven Learning
- Uniting the Business Travel Community
- Global Reach, Local Focus
- Building Our Collective Future Together



Watch the GBTA [brand launch video](#).



Established A New Brand for a New Era

GBTA'S PURPOSE

**Engaging the  
many voices of  
business travel  
to build our  
collective future.**



## Established A New Brand for a New Era

Executed a total rebrand in **6** months

# 1,530+

New assets created

## 540

Assets created for 36 chapters including website, powerpoint, logos and letterhead

## 168

Assets created for 12 committees

## 60+

Templates designed & developed



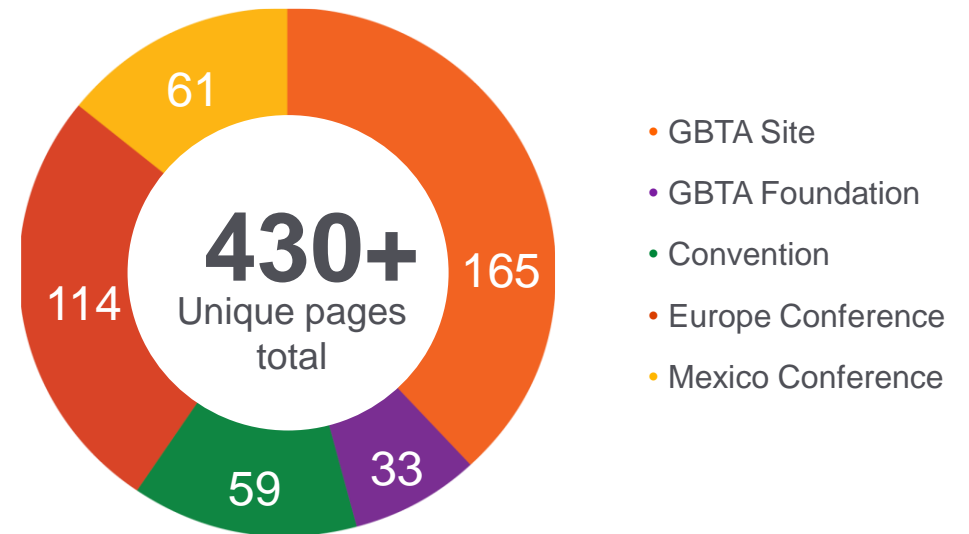
Increased our **users' experience**

# 1,791,805

Total unique page views

## 5

Websites designed & developed with 430+ pages



## Events Re-invigorated the GBTA Community

GBTA executed **17 in-person events** and conferences in 2022, helping **re-connect and reinvigorate** the industry and our association community including:

- two GBTA **Conventions** within 12 months
- two **European conferences** in the same calendar year
- the first GBTA **APAC** Conference in Bangkok in partnership with PATA
- a re-imagined **Project/Crew/Teams** Travel Summit
- the first GBTA **Sustainability** Summit in Brussels
- regional conferences in **Mexico and Canada**
- the **WINiT Summit** at Convention and **WINiT Gala**



## Leading through Learning

- 300 Academy **Learners**
- >\$120,000 awarded **scholarships**
- 61 NEW Global Travel Professional (**GTP**) Certifications

## Research to Help Navigate What's Next

- Delivered **42 sponsored research reports, industry outlook polls and association feedback initiatives** to continually deliver actionable data and insights to members and the industry



GBTA **educational programs** and **research efforts** provided strong and broad opportunities for ongoing learning for GBTA members and industry professionals.

Visit the GBTA [Professional Development](#) and [Research](#) web pages for more information.



## Advocacy Led With Action and Impact

- Ongoing advocacy on **important topics** to the industry in **key regions** around the world
- GBTA's presence at June **Senate sub-committee hearing** helped urge the US to remove the inbound COVID testing requirement just days later
- GBTA met with **EU policy makers** in May and November regarding various key issues
- GBTA issued **30+ issue papers, consultations and positions** in 2022 on a variety of subjects to promote global business travel as a responsible force for good for business, government, economies and people



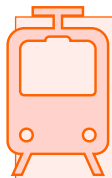


## Advocacy Led With Action and Impact

### European Union



Push for standardization of Emissions Accounting



Inter-modality of travel



European Union officials speaking at GBTA Europe Conference

### North America



Successfully advocated for the removal of Covid-19 Travel Restrictions



Increase of SAF production through Tax Credits in the US



Passenger Facilitation in Canada

GBTA is leading the way in **Europe**, **Canada** and the **US** and by incorporating buyers, suppliers and the entire travel ecosystem in its **advocacy** positions.

## Re-launched the GBTA Foundation

- Foundation **re-launched**, focused on GBTA's global sustainability programs, climate action initiatives, diversity, equity and inclusion (DEI) and talent-related topics
- Foundation encompasses the GBTA [Sustainability Program](#) as well as GBTA's existing People-related programs, [GBTA WINiT](#) and [GBTA Ladders](#)
- Established Foundation **Board of Directors** with Paul Abbott, CEO, American Express Global Business Travel, as Chairperson

GBTA relaunched the **GBTA Foundation** in July 2022, renewing its commitment to creating lasting, positive impact for **People and Planet**.

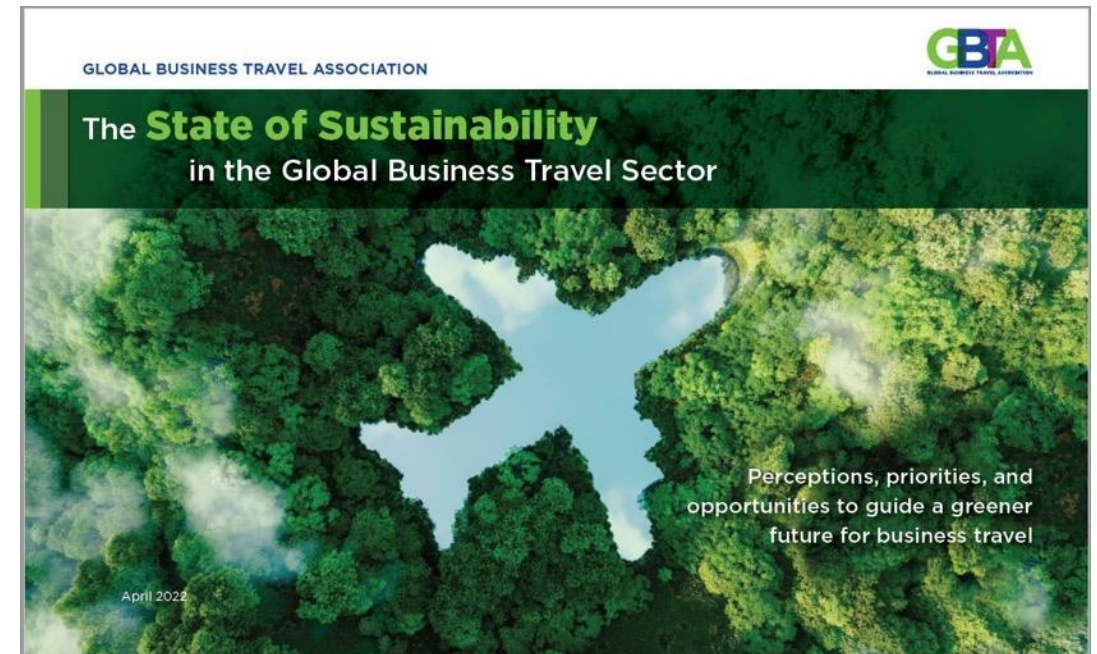
Visit the newly redesigned [GBTA Foundation](#) website for more information.



## Re-launched the GBTA Foundation

### GBTA Landmark Study on Getting to a Greener Future for Business Travel

- GBTA releases first-ever global industry **barometer** for sustainability in April 2022
- 3,600+ **unique views** of report to date
- 21-page benchmarking study provides **in-depth data and commentary** from global travel buyers, suppliers, external policy makers, think tanks and non-governmental organizations (NGOs)
- 762 **industry professionals** from four regions and 100 relevant external **stakeholders** worldwide were surveyed



Re-launched the GBTA Foundation

## GBTA Foundation 2022 By The Numbers



*Download the GBTA Foundation  
Progress Report*





# A Look at What's Ahead for 2023 and Beyond



# 2023 Key Strategies | Creating the Path Forward

- |   |  |   |
|---|--|---|
| 1 | <b>Continue rebuilding staff, programs, events and other resources</b> | Drive <b>confidence</b> in the industry and our association: from 65% in 2022 to 80% in 2023 – (of 2019 levels)   |
| 2 | <b>Focus on members and membership</b>                                 | Drive <b>growth, retention and engagement</b> through relevant programs, content and events   |
| 3 | <b>Drive the “G” in GBTA</b>   | Continue efforts in <b>Europe, LATAM and Canada</b> , and expansion into <b>APAC</b> , building the volunteer foundation and creating our 2 <sup>nd</sup> Asia conference post-COVID in Singapore in September 2023 |
| 4 | <b>Emphasize Sustainability</b>  | Focus on the pillars of <b>People and Planet</b> via GBTA Foundation programs   |
| 5 | <b>Commitment to Advocacy</b>  | Advocate for the <b>industry and sustainable growth</b> and investment, <b>amplifying our voice</b> in key world capitals   |

# GBTA Convention 2023: August 13-15

## What to Expect

- 10 hours of [Expo time](#) for connecting and doing business
- 90+ [Education Sessions](#) to supercharge professional growth
- Four business-empowering Main Stage sessions with compelling keynotes and two sit-down lunches

## What's New

- Sunday Welcome Reception in the Expo; a more compact week and agenda to maximize attendee ROI
- Expanded [Connect First](#) program and new lounge area for new and returning professionals
- New Wellness Lounge and Destination [Pavilion](#)
- Back by popular demand, the Sustainability [Pavilion](#), now located in the heart of the Expo



## July

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- |                  |   |
|------------------|---|
| 4                | GBTA France Masterclass<br>Paris, France                              |
| 7, 14,<br>21, 28 | GBTA Academy: Fundamentals of Business Travel<br>Management (Virtual) |

## August

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|--------------|---|
| Aug<br>11-12 | GBTA Academy: Advanced Principles of Business<br>Travel Management, GLP Conclusion and<br>Designation Kick-off (pre-convention)<br>Dallas, TX |
| 13-15        | GBTA Annual Convention 2023<br>Dallas, TX   |
| 16           | GBTA Volunteer All Committee Summit<br>Dallas, TX   |

## September

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- |       |   |
|-------|---|
| Sep   | GTBA Academy: CCTE   Certificate in Corporate<br>Travel Execution (virtual) |
| 1     | Carrefour Des Experts Travel & MICE   |
| 18-20 | GBTA APAC Summit - Singapore<br>Singapore                                   |

## October

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|------------------|--|
| 3, 10, 17        | GBTA Academy: Fundamentals of<br>Strategic Meetings Management             |
| 4                | GBTA France Carrefour des Experts<br>Travel & MICE - IFTM<br>Paris, France |
| 5                | LATAM Business Travel Forums Bogotá  |
| 5                | GBTA Italy Conference 2023<br>Milan, Italy                                 |
| 5                | Bogota Business Travel Forum   |
| 6, 13,<br>21, 27 | GBTA Academy: Fundamentals of Business Travel<br>Management (virtual)      |
| 11               | GBTA Project, Crew and Team Travel Summit<br>New Orleans LA                |
| 26               | WINiT Gala<br>Brooklyn NY  |

## November

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- |       |   |
|-------|---|
| Nov   | Carrefour des Experts Travel & MICE                             |
| Nov   | Toronto Business Travel Forum                                   |
| Nov   | Calgary Business Travel Forum                                   |
| 8     | LATAM Business Travel Forums CDMX                               |
| 14-16 | GBTA + VDR Europe Conference 2023 - Hamburg<br>Hamburg, Germany |
| 30    | LATAM Business Travel Forums São Paulo                          |

## December

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- |    |  |
|----|--|
| 4  | GBTA France Carrefour des Experts Travel & MICE<br>Paris, France |
| 14 | LATAM Business Travel Forums Santiago de Chile                   |



## Canada

- April 22-24 GBTA Canada Conference 2023  
Toronto, Canada
- TBD Toronto Business Travel Forum
- TBD Calgary Business Travel Forum

## United States

- Jan GBTA US Chapter Leadership Summit  
Richmond, VA
- Feb GBTA Supplier Summit  
Atlanta, GA
- May GBTA Ladders Summit
- June GBTA Legislative Summit  
Washington, D.C.
- GBTA Sustainability Summit
- July GBTA Academy: Advanced Principles of Business  
Travel Management, Atlanta GA (pre-convention)
- TBD GBTA Volunteer All Committee Summit
- July 22-24 GBTA Annual Convention 2023  
Atlanta, GA
- Oct WINIT Gala
- Oct GBTA Project, Crew and Team Travel Summit

## Latin America

- April 3-4 GBTA Mexico Conference 2024  
Mexico City, Mexico
- LATAM Business Travel Forum

## Europe

- Feb GBTA France Carrefour des Experts Travel & MICE
- Oct/Dec Paris, France
- May Arabian Travel Market
- March GBTA Italy – Roadshow 2024
- May GBTA Italy – Roadshow 2024
- Jul GBTA France Masterclass  
Paris, France
- Oct GBTA Italy Conference
- Nov 4-6 GBTA Europe Conference 2024  
Copenhagen

## Asia Pacific

- May 13-14 GBTA APAC Conference– Singapore

## Virtual

- Jan GBTA Academy: Fundamentals of Business Travel  
Management- EMEA/APAC/AMERICAS/LATAM
- Feb GBTA Academy: Fundamentals of Strategic Meetings  
Management – EMEA/APAC/AMERICAS/LATAM
- April GBTA Italy Webinar
- April GBTA Academy: Fundamentals of Business Travel Management-  
EMEA/APAC/AMERICAS/LATAM
- March GBTA Academy: Global Leadership Professional Course (GLP)
- March GBTA Academy: Advanced Principles Business Travel Management  
EMEA/APAC/AMERICAS/LATAM
- May GBTA Academy: Sustainability
- June GBTA Italy Webinar
- Sept GBTA Academy: Certificate of Corporate Travel  
Execution Through December 2024 (Virtual)
- Sept GBTA Academy: Sustainability
- Oct GBTA Academy: Fundamentals of Strategic Meetings  
Management – EMEA/APAC/AMERICAS/LATAM

Our members, volunteers, and partners  
are what sets GBTA apart.

# Thank you!

GBTA's global members served in more than **1,100**  
**volunteer roles** representing countless volunteer  
hours in 2022. We couldn't have achieved the **rapid**  
**recovery** from 2020 without you and your support. We are  
**grateful for all you do** for GBTA, each other, and  
the business travel industry.





# Many Voices. One Purpose.

To download a copy of this 2022 GBTA Annual Business Review,  
visit [gbta.org/about](https://gbta.org/about)

