

The State of the Global Business Travel Industry

Carrefour des Experts Travel & MICE | GBTA France

4 October 2023



2023 GBTA Business Travel Index™ Outlook

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GBTA Business Travel Index™ Outlook



2023 Business Travel Index™ Outlook Annual Global Report & Forecast



- Annual exhaustive study of business travel spending and growth covering **72 countries** and **44 industries**
- 15th edition outlines the **top-level forecast** for global business travel spending 2023-2027
- NEW: Survey and analysis of **4,700 business travellers** across five global regions on spending and preferences

GBTA members can access the **full 2023 BTI Report** in the GBTA Hub.

Global Business Travel Recovery 2023-2027

- **2022:** spending **rose 47%** to **\$1.03 trillion**
- **2023:** strong gains continue, **32% growth** in global expenditures expected
- **2024:** spending returns to **pre-pandemic** level of **\$1.4 trillion**, faster than previously projected
- **2027:** spending forecast to grow to nearly **\$1.8 trillion**
- **Drivers of stabilisation:** return of in-person meetings and events and some international business travel

Global Business Travel Spend

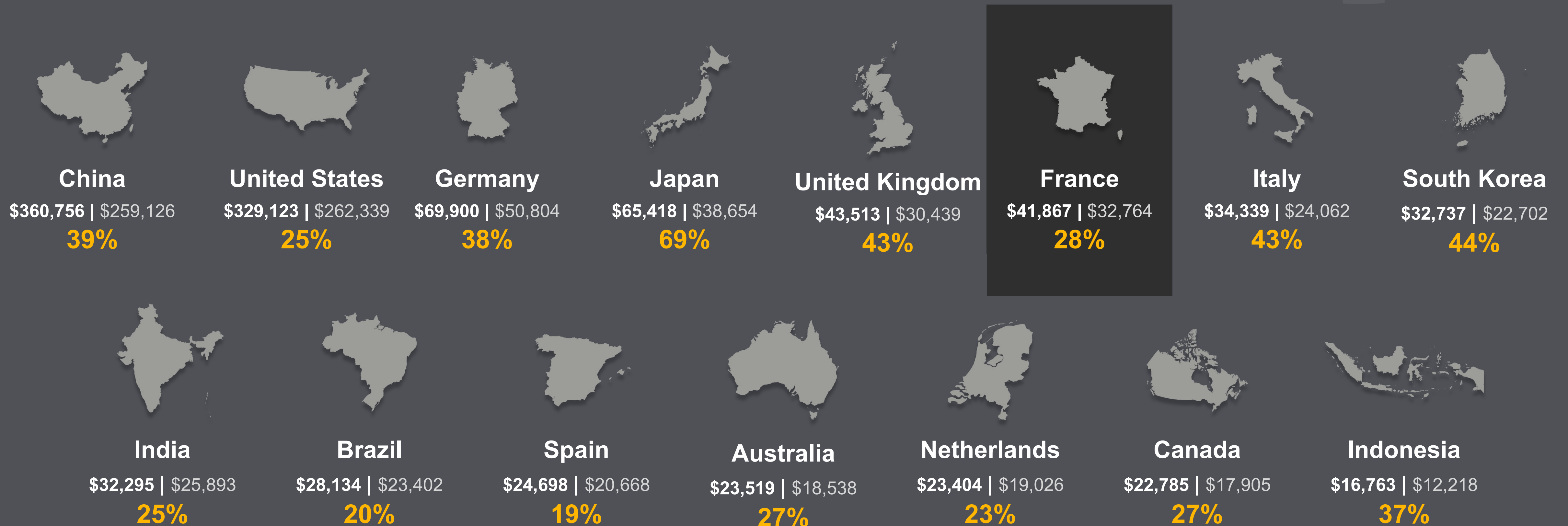
Billions US Dollars



TOP 15 GLOBAL MARKETS 2023 FORECAST

Total Business Travel Spending (BTS)

2023 (forecast) vs. 2022 (estimated) | % Annual Growth in BTS (\$ Millions USD)



Tracking the Course of Business Travel Growth

Rebound Variances Continue Across Regions...

- **Western Europe:** fastest growing region globally in 2022, surging 109% to \$236 billion
- **North America and Latin America:** significant spending growth in 2022
- **Emerging Europe:** lagged due to war in Ukraine
- **Asia-Pacific:** lowest growth due to China delayed opening

Western Europe...

- **Six countries** – Germany, UK, France, Italy, Spain and the Netherlands, made up three-quarters of the regions expenditures last year
- **Western Europe** remains the third largest business travel region in the world, with 23% of global travel spend in 2022

...and Industry Sectors

- Most resilient: “Construction,” “Education,” and “Professional, Scientific and Technical”
- Least resilient: “Wholesale Trade,” “Retail Trade” and “Information and Communication”

Potential Impact of Longer-Term Factors

- Increased focus on sustainability initiatives
- Widespread adoption of virtual meeting technologies
- Growth in remote work
- Rise of new forms of blended travel

FROM THE SOURCE:

The Global Business Traveller's Current View

- Survey of **4,700 business travelers** in 22 countries in North America, Europe, Asia Pacific, and Latin America
- 82% say business travel is worthwhile in achieving their **business objectives**
- **Expenditures per business trip**: \$1,018 per person, on average
- 62% **blend business and personal travel** more than they did in 2019; 42% add leisure days; 79% stay at the same accommodation for business and vacation



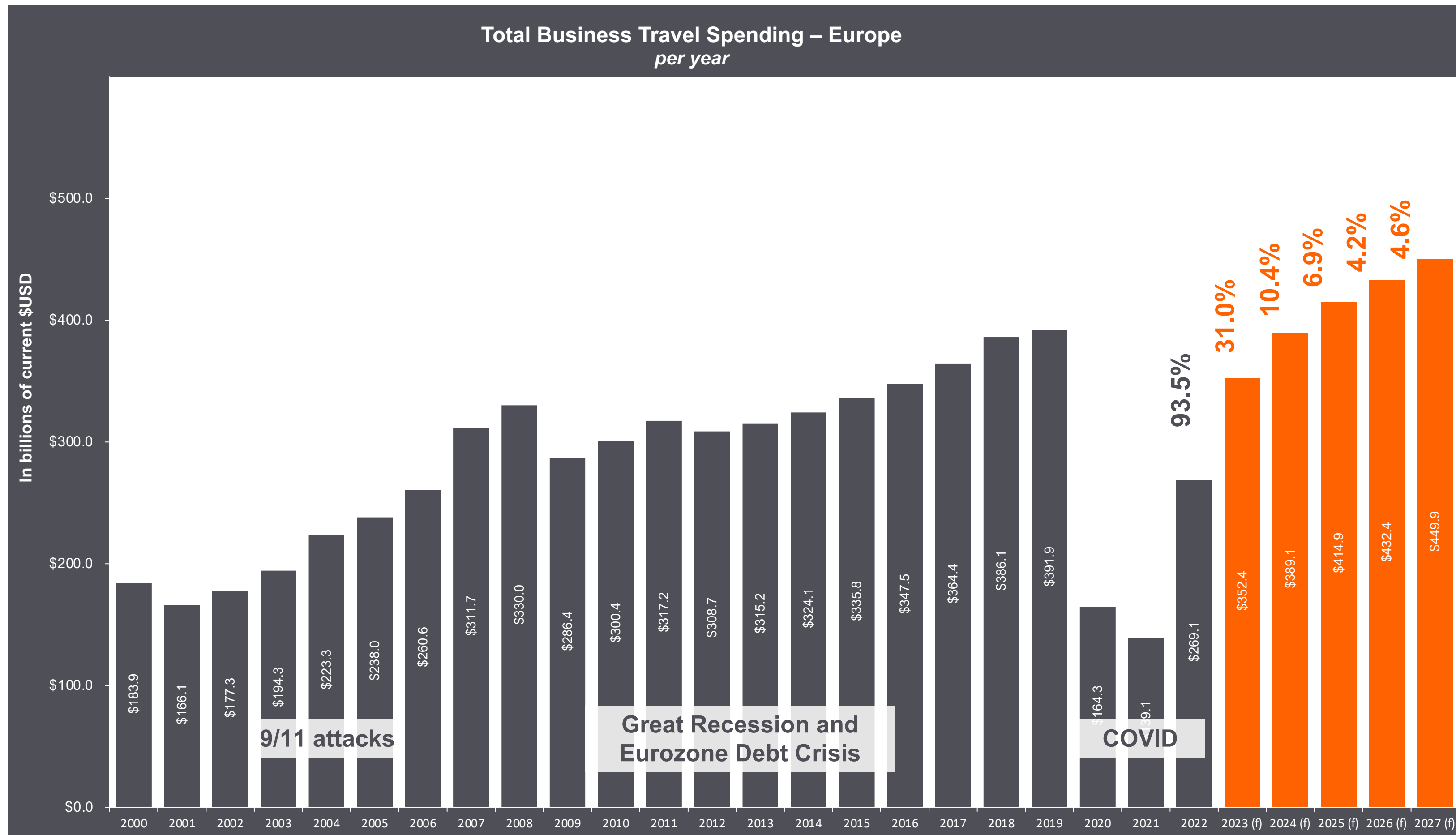
Source: 2023 GBTA Business Travel Index™ Outlook



The State of Business Travel in France



Europe Business Travel Spend Grew 93.5% Last Year



August 13-15

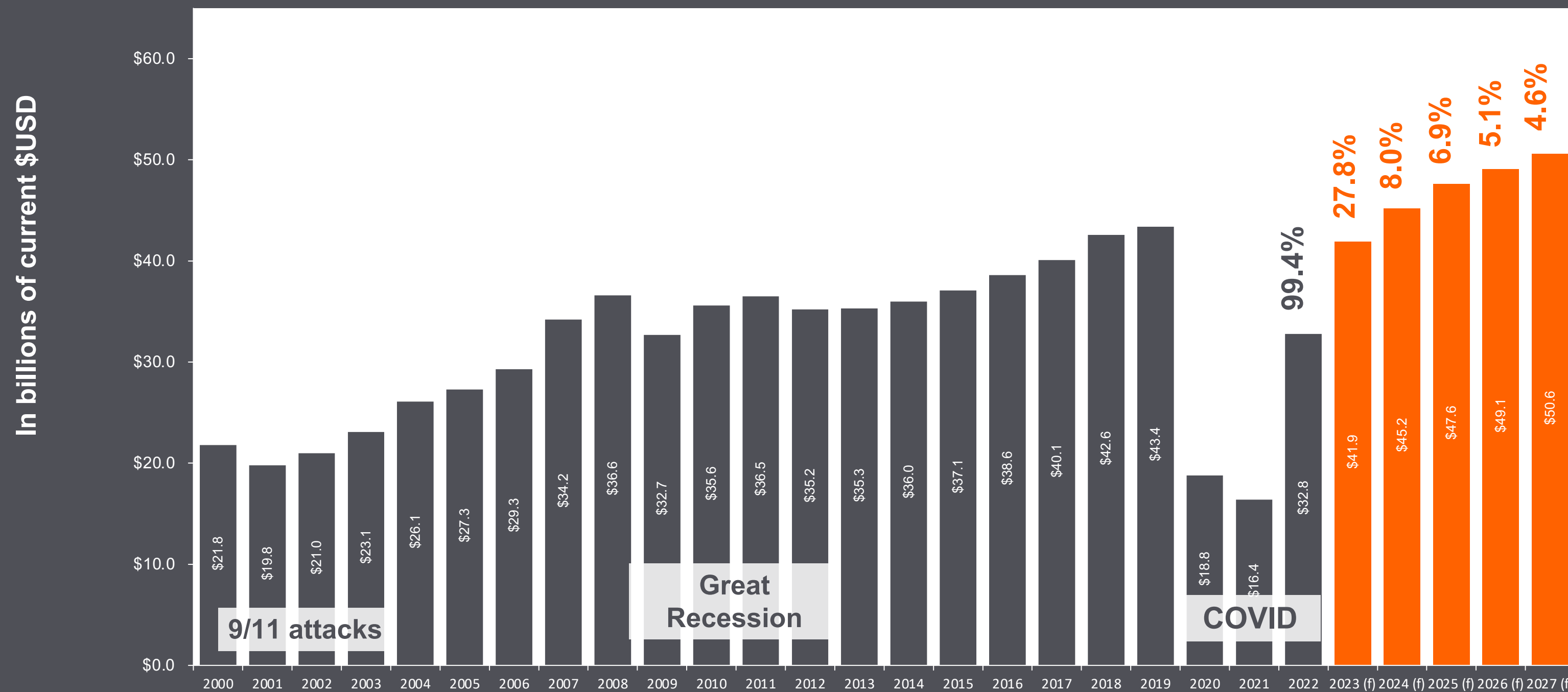
2021: Europe was the only region where business travel spend declined.

2022: Europe's business travel spend made up lost ground, advancing 93.5%, which was the highest growth rate of any region in the world.

Nonetheless, Europe continues to lag behind every other region when it comes to recovery to pre-COVID levels.

Business Travel Spend in France Expected to Surpass Pre-COVID Levels in 2024

Total Business Travel Spending – France
per year



The trajectory of business travel in France largely mirrors the broader Europe region.

Business travel fell off at the height of the pandemic. French business travel spend declined 56.6% in 2020 and another 12.7% in 2021.

However, business travel spend grew 99.4% in 2022 – essentially doubling from \$16.4 billion to \$32.8 billion.

2024: Business travel spend is expected to reach \$41.9 billion, surpassing pre-COVID levels.

The State of Business Travel in France

2022 | Business Travel Spend

- **2nd largest share** of European spend, with \$32.8 billion (31 billion Euros), or 12.2% of total global spending (up from 11% in 2019)
- **5th largest market globally** in 2022
- France business travel spend has **recovered to 75.5%** of the pre-COVID (2019) level
- In 2022, France recovered at a **faster pace** than wider Europe

2023 | Travel Returns, Back to Business

- France is forecast to be **6th largest** market globally, after the UK
- Business travel spending is forecast to reach \$41.9 billion, or **39.5 billion Euros**, with annual growth of **28%**
- This year France is forecast to grow at a **slightly slower pace** than Europe overall (27.8% versus 31%)
- Administration, Manufacturing and Utilities industries remain strong

France: How Business Travel Spend Supports Sales

French view of the estimated amount of sales activity supported for every dollar spent on business travel

2019

\$1 spent on business travel for every

\$111
of sales

2022

\$1 spent on business travel for every

\$161
of sales

2023

\$1 spent on business travel for every

\$128
of sales

FROM THE SOURCE:

Today's Business Traveller in France

- **PURPOSEFUL TRAVEL.** 53% have taken **1 to 2 business trips** in the past 12 months (42% in Europe) and 7% have taken 6-11 trips (15% in Europe).
- **LONGER TRIPS.** French travellers **average 4.32 nights** for each business trip, higher than the Europe average (3.55 nights).
- **REASONS FOR TRAVEL.** Seminar/ training, external, and internal meetings are the **main reasons** for travel.
- **DELIVERING VALUE.** 72% said business travel is **worthwhile** for them to achieve their business objectives (compared with 82% globally).
- **MULTI-MODAL TRAVEL.** 36% used **rail** on their last business trip (32% in Europe). 32% used **air** (38% in Europe) and only 20% used a **personal car** (29% in Europe).
- **HOW THEY BOOK.** 46% booked their last work trip through “**managed**” **channels**, less than wider Europe (57%).
- **MORE LIKELY TO BLEND.** 25% extended a work trip for **leisure**, higher than wider Europe (19%).

**Globally, things are
changing in new ways
– beyond just
economic indicators
forecasting growth...**

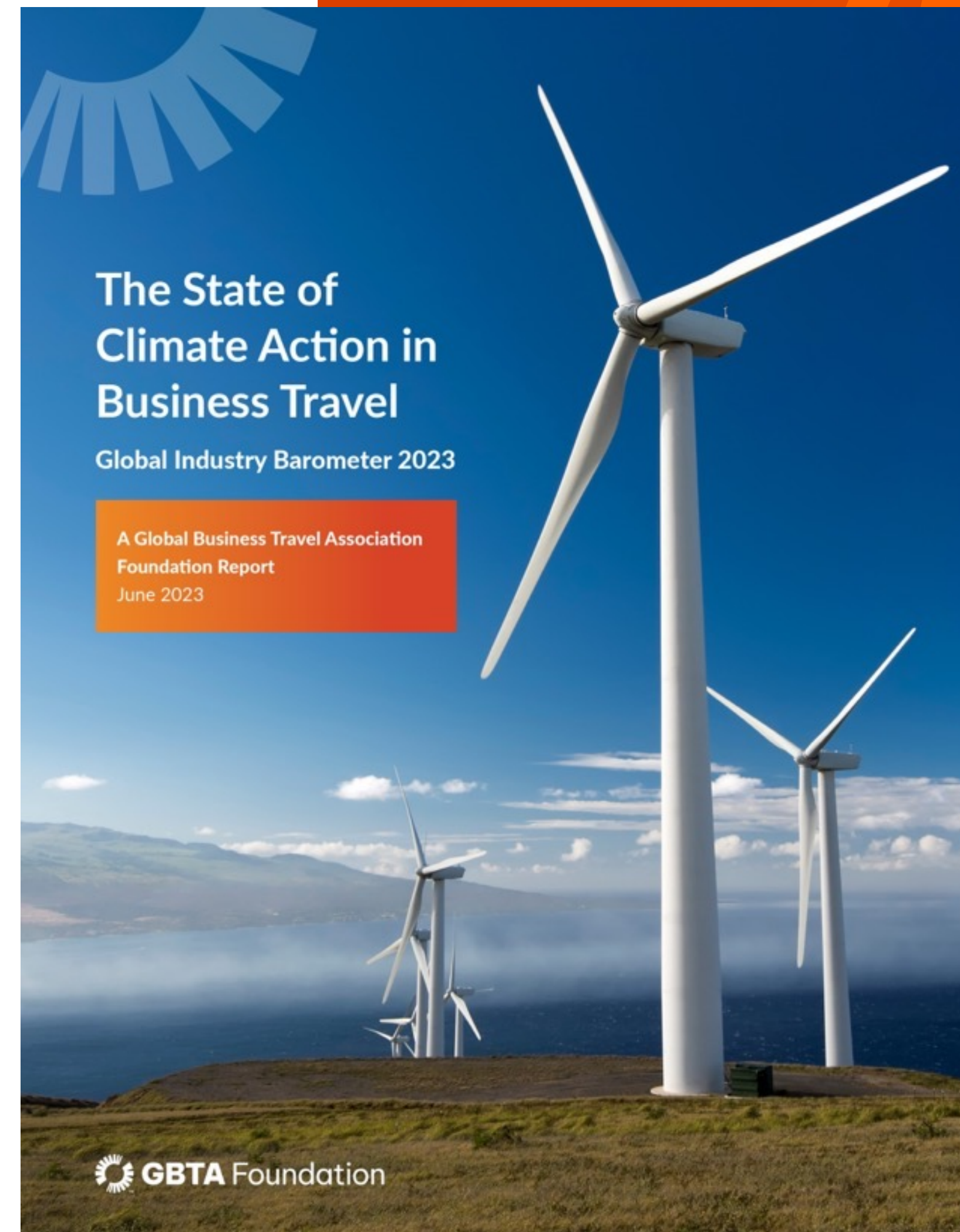


A Pulse on the Uptake of Sustainability Practices in Global Business Travel

- GBTA's second global industry **barometer** for sustainability: a **deep-dive** on what's happening, what's waning, and what's to come
- **GBTA Foundation global survey** of business travel buyers, suppliers and professionals across North America, Europe, Latin America, Asia Pacific, Africa, and the Middle East
- Conducted between April 17 and May 5, 2023, with **863 responses**



Download full report at <https://gبتafoundation.org/>



Why Sustainability Matters Globally to Business Travel Programs

Sustainability remains top of mind

92% of buyers and suppliers say sustainability is a **priority**

Emissions tracking is becoming the norm

64% of buyers tracking emissions, with **70%** relying on their **TMC**

Companies are committing to climate targets

77% with **emission reduction** targets covering business travel

Managers using purchasing power as a lever for change

76% will integrate sustainability questions into their **RFPs**

Unprecedented investment and collaboration needed to solve challenges

Financial incentives and harmonization top **facilitators** for a green future



Championing Climate Action in Travel



Building capacity to help travel professionals implement more sustainable practices



Driving industry collaboration and multi-stakeholder partnerships



Advocating for policies that accelerate the decarbonization of business travel





“Every business trip should be treated as a precious asset.”

Suzanne Neufang, CEO, GBTA
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www.gbtafoundation.org

