The State of the Global Business Travel Industry

Carrefour des Experts Travel & MICE | GBTA France
4 October 2023
GBTA Business Travel Index™ Outlook

- 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.*
2023 GBTA BTI™ FORCAST

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

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Global Business Travel Spend

**Billions US Dollars**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023 (e)</th>
<th>2024 (f)</th>
<th>2025 (f)</th>
<th>2026 (f)</th>
<th>2027 (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,430</td>
<td>$661</td>
<td>$697</td>
<td>$1,027</td>
<td>$1,357</td>
<td>$1,517</td>
<td>$1,621</td>
<td>$1,703</td>
<td>$1,782</td>
</tr>
</tbody>
</table>

*e = estimate  f = forecast

Source: 2023 GBTA Business Travel Index™ Outlook
TOP 15 GLOBAL MARKETS 2023 FORECAST

Total Business Travel Spending (BTS)

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

<table>
<thead>
<tr>
<th>Country</th>
<th>2023 (forecast)</th>
<th>2022 (estimated)</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>$360,756</td>
<td>$259,126</td>
<td>39%</td>
</tr>
<tr>
<td>United States</td>
<td>$329,123</td>
<td>$262,339</td>
<td>25%</td>
</tr>
<tr>
<td>Germany</td>
<td>$69,900</td>
<td>$50,804</td>
<td>38%</td>
</tr>
<tr>
<td>Japan</td>
<td>$65,418</td>
<td>$38,654</td>
<td>69%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>$43,513</td>
<td>$30,439</td>
<td>43%</td>
</tr>
<tr>
<td>France</td>
<td>$41,867</td>
<td>$32,764</td>
<td>28%</td>
</tr>
<tr>
<td>Italy</td>
<td>$34,339</td>
<td>$24,062</td>
<td>43%</td>
</tr>
<tr>
<td>South Korea</td>
<td>$32,737</td>
<td>$22,702</td>
<td>44%</td>
</tr>
<tr>
<td>India</td>
<td>$32,295</td>
<td>$25,893</td>
<td>25%</td>
</tr>
<tr>
<td>Brazil</td>
<td>$28,134</td>
<td>$23,402</td>
<td>20%</td>
</tr>
<tr>
<td>Spain</td>
<td>$24,698</td>
<td>$20,668</td>
<td>19%</td>
</tr>
<tr>
<td>Australia</td>
<td>$23,519</td>
<td>$18,538</td>
<td>27%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>$23,404</td>
<td>$19,026</td>
<td>23%</td>
</tr>
<tr>
<td>Canada</td>
<td>$22,785</td>
<td>$17,905</td>
<td>27%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>$16,763</td>
<td>$12,218</td>
<td>37%</td>
</tr>
</tbody>
</table>

Source: 2023 GBTA Business Travel Index™ Outlook
2023 GBTA BTI™ FORECAST

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

Source: 2023 GBTA Business Travel Index™ Outlook
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

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 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

Source: 2023 GBTA Business Travel Index™ Outlook
France: How Business Travel Spend Supports Sales

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Business Travel Spend</th>
<th>Sales Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$1 spent on business travel for every</td>
<td>$111 of sales</td>
</tr>
<tr>
<td>2022</td>
<td>$1 spent on business travel for every</td>
<td>$161 of sales</td>
</tr>
<tr>
<td>2023</td>
<td>$1 spent on business travel for every</td>
<td>$128 of sales</td>
</tr>
</tbody>
</table>
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%).

Source: 2023 GBTA Business Travel Index™ Outlook
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://gbtafoundation.org/
## Why Sustainability Matters Globally to Business Travel Programs

<table>
<thead>
<tr>
<th>Sustainability remains top of mind</th>
<th>Emissions tracking is becoming the norm</th>
<th>Companies are committing to climate targets</th>
<th>Managers using purchasing power as a lever for change</th>
<th>Unprecedented investment and collaboration needed to solve challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>92% of buyers and suppliers say sustainability is a priority</td>
<td>64% of buyers tracking emissions, with 70% relying on their TMC</td>
<td>77% with emission reduction targets covering business travel</td>
<td>76% will integrate sustainability questions into their RFPs</td>
<td>Financial incentives and harmonization top facilitators for a green future</td>
</tr>
</tbody>
</table>

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
sneufang@gbta.org

www.gbta.org
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