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, CCTE, 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
Allerxy

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

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

Maria Chervalier
Allied Seat, At Large, GBTA

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

Jens Liltorp, CCTE
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
American 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 Moledoe
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

Industry Recovery

Association Recovery

Roadmap to Sustainability

Professional Development
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

- U.S.: 59%
- Canada: 8%
- LatAm/Mexico: 1%
- EMEA: 31%
- APAC: 1%

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

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

<table>
<thead>
<tr>
<th></th>
<th>Dec 2021</th>
<th>Dec 2022</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$20.9M</td>
<td>$15.1M</td>
<td>-$5.7M</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$11.2M</td>
<td>$6.5M*</td>
<td>-$4.6M</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$9.7M</td>
<td>$8.6M*</td>
<td>-$1.1M</td>
</tr>
</tbody>
</table>

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

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

$18.0M
2022 Revenues

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

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

$19.1M*
2022 Expenses

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

- GBTA Site
- GBTA Foundation
- Convention
- Europe Conference
- Mexico Conference

430+
Unique pages total

165

114

59

33

61
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

Events Re-invigorated the GBTA Community
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.

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
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.
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
Re-launched the GBTA Foundation

GBTA Foundation 2022 By The Numbers

- 50 companies actively engaged in leading and shaping our programs
- 62 industry leaders involved
- 4 global events hosted
- 3 major programs/initiatives
- 4,000+ people reached
- $1,240,000 in funding raised

Download the GBTA Foundation Progress Report
A Look at What’s Ahead for 2023 and Beyond
## 2023 Key Strategies | Creating the Path Forward

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

### July

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>4</td>
<td>GBTA France Masterclass</td>
<td>Paris, France</td>
</tr>
<tr>
<td>7, 14, 21, 28</td>
<td>GBTA Academy: Fundamentals of Business Travel Management (Virtual)</td>
<td></td>
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</tbody>
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### August

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>Aug</td>
<td>GBTA Academy: Advanced Principles of Business Travel Management, GLP Conclusion and Designation Kick-off (pre-convention)</td>
<td>Dallas, TX</td>
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<tr>
<td>13-15</td>
<td>GBTA Annual Convention 2023</td>
<td>Dallas, TX</td>
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<tr>
<td>16</td>
<td>GBTA Volunteer All Committee Summit</td>
<td>Dallas, TX</td>
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### September

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<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>4</td>
<td>GBTA Academy: CCTE</td>
<td>Certificate in Corporate Travel Execution (virtual)</td>
</tr>
<tr>
<td>1</td>
<td>Carrefour Des Experts Travel &amp; MICE</td>
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<tr>
<td>18-20</td>
<td>GBTA APAC Summit - Singapore</td>
<td>Singapore</td>
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### October

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>3, 10, 17</td>
<td>GBTA Academy: Fundamentals of Strategic Meetings Management</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>GBTA France Carrefour des Experts Travel &amp; MICE - IFTM</td>
<td>Paris, France</td>
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<tr>
<td>5</td>
<td>LATAM Business Travel Forums Bogotá</td>
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<tr>
<td>5</td>
<td>GBTA Italy Conference 2023</td>
<td>Milan, Italy</td>
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<tr>
<td>5</td>
<td>Bogota Business Travel Forum</td>
<td></td>
</tr>
<tr>
<td>6, 13, 21, 27</td>
<td>GBTA Academy: Fundamentals of Business Travel Management (virtual)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>GBTA Project, Crew and Team Travel Summit</td>
<td>New Orleans LA</td>
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<tr>
<td>26</td>
<td>WINiT Gala</td>
<td>Brooklyn NY</td>
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### November

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<tr>
<th>Date</th>
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<tr>
<td>Nov</td>
<td>Carrefour des Experts Travel &amp; MICE</td>
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<tr>
<td>Nov</td>
<td>Toronto Business Travel Forum</td>
<td></td>
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<tr>
<td>Nov</td>
<td>Calgary Business Travel Forum</td>
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<tr>
<td>8</td>
<td>LATAM Business Travel Forums CDMX</td>
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<tr>
<td>14-16</td>
<td>GBTA + VDR Europe Conference 2023 - Hamburg</td>
<td>Hamburg, Germany</td>
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<tr>
<td>30</td>
<td>LATAM Business Travel Forums São Paulo</td>
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### December

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<tr>
<td>4</td>
<td>GBTA France Carrefour des Experts Travel &amp; MICE</td>
<td>Paris, France</td>
</tr>
<tr>
<td>14</td>
<td>LATAM Business Travel Forums Santiago de Chile</td>
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GBTA 2024 Events

**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.
- July: GBTA Sustainability Summit
- 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

**Asia Pacific**
- May 13-14: GBTA APAC Conference – Singapore

**Europe**
- Feb: GBTA France Carrefour des Experts Travel & MICE
  - Paris, France
- May: GBTA Academy: Advanced Principles of Strategic Meetings Management – EMEA/APAC/AMERICAS/LATAM
- May: GBTA Academy: Sustainability
- April: GBTA France Webinar
- May: GBTA Academy: Certificate of Corporate Travel Management – EMEA/APAC/AMERICAS/LATAM
- June: GBTA Academy: Sustainability
- Sept: GBTA Academy: Certificate of Corporate Travel Management – EMEA/APAC/AMERICAS/LATAM

**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 Management – EMEA/APAC/AMERICAS/LATAM
- Sept: GBTA Academy: Sustainability

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**GBTA 2024 Events**

- Feb: GBTA France Carrefour des Experts Travel & MICE
  - 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
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