



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, 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
Alteryx



Maria Chevalier
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
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

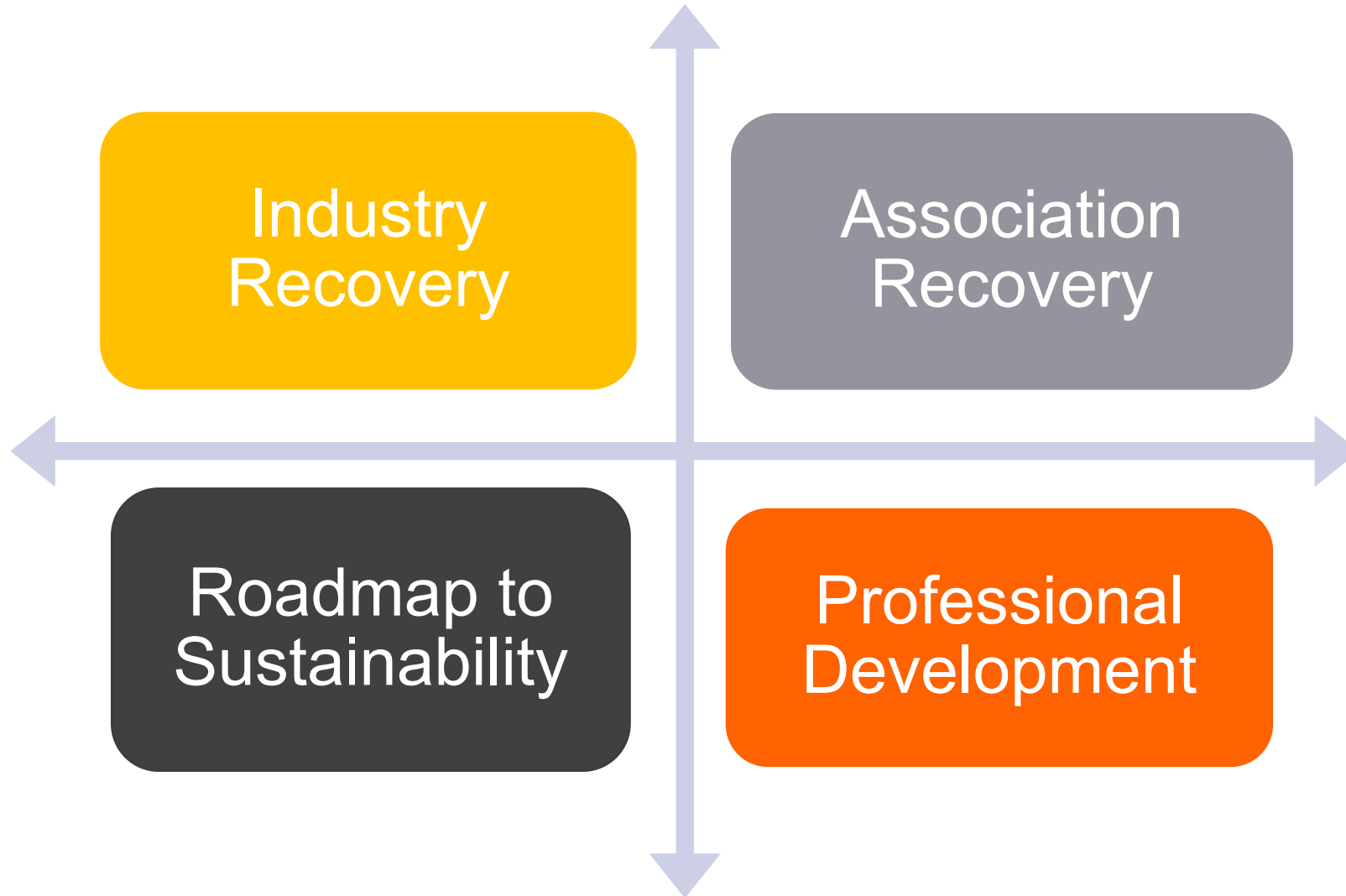


Bruce McIndoe
Allied Seat, At Large, GBTA
Founder and President,
McIndoe Risk Advisory, LLC



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

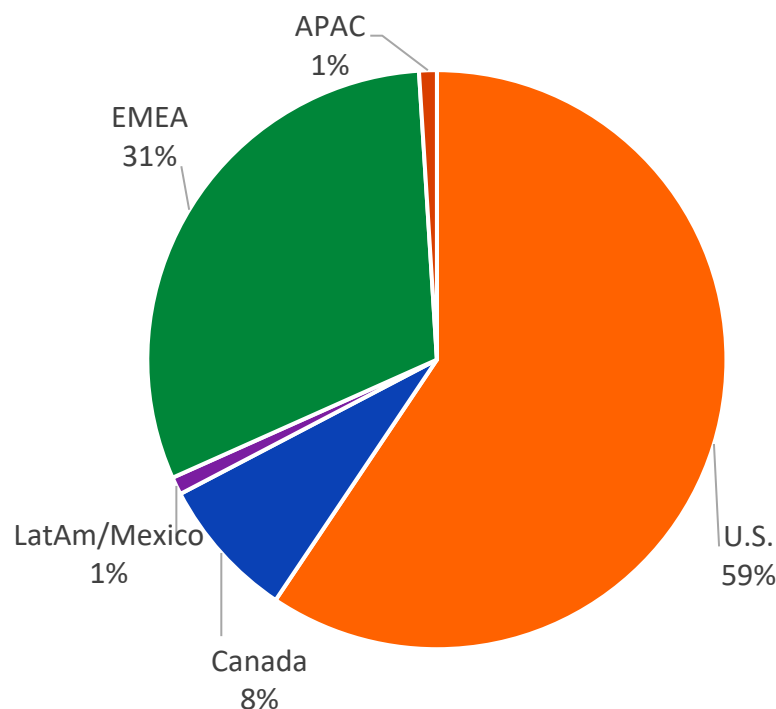
SERVING OUR GLOBAL NETWORK

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



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

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

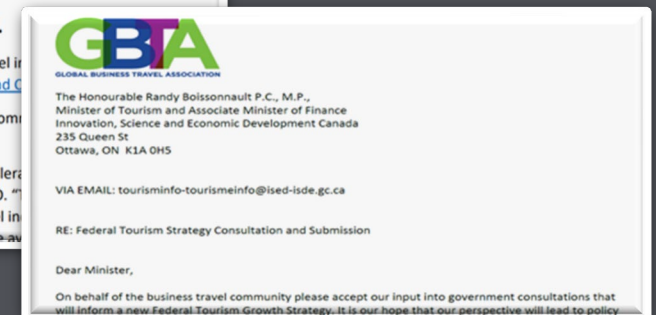


GBTA **educational programs** and **research efforts** provided strong and broad opportunities for ongoing learning for GBTA members and industry professionals.

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

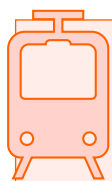


Advocacy Led With Action and Impact

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



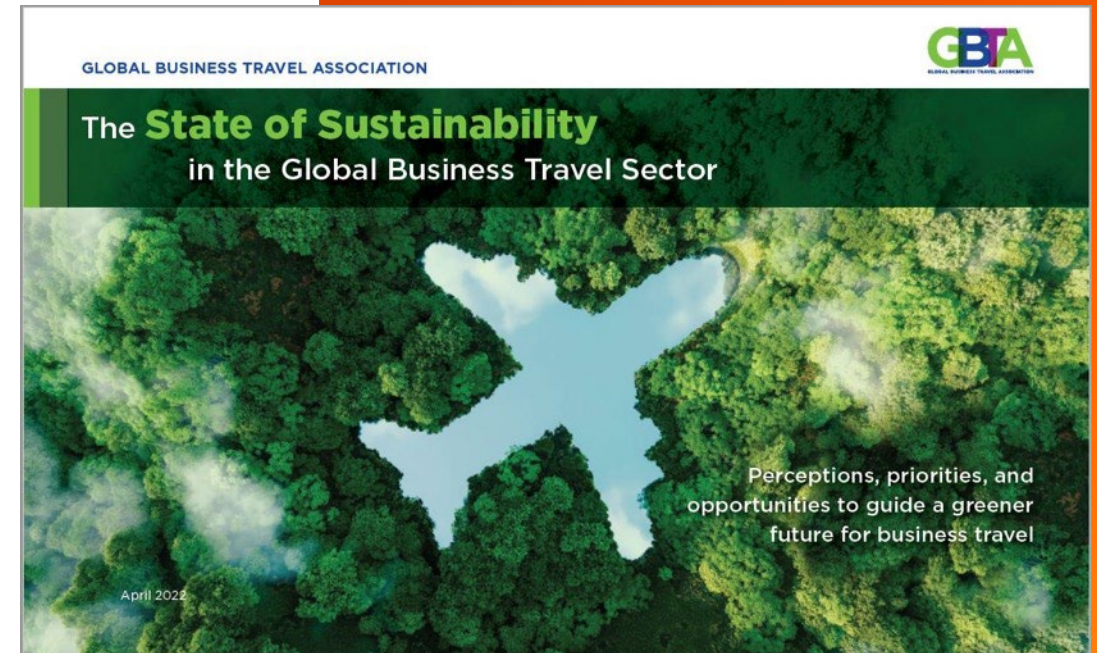
GBTA relaunched the **GBTA Foundation** in July 2022, renewing its commitment to creating lasting, positive impact for **People and Planet**.

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 | Continue rebuilding staff, programs, events and other resources | Drive confidence in the industry and our association: from 65% in 2022 to 80% in 2023 – (of 2019 levels) |
| 2 | Focus on members and membership | Drive growth, retention and engagement through relevant programs, content and events |
| 3 | Drive the “G” in GBTA | Continue efforts in Europe, LATAM and Canada , and expansion into APAC , building the volunteer foundation and creating our 2 nd Asia conference post-COVID in Singapore in September 2023 |
| 4 | Emphasize Sustainability | Focus on the pillars of People and Planet via GBTA Foundation programs |
| 5 | Commitment to Advocacy | Advocate for the industry and sustainable growth and investment, amplifying our voice 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
Paris, France |
| 7, 14,
21, 28 | GBTA Academy: Fundamentals of Business Travel
Management (Virtual) |

August

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

September

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

October

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

November

- | | |
|-------|---|
| 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
Hamburg, Germany |
| 30 | LATAM Business Travel Forums São Paulo |

December

- | | |
|----|--|
| 4 | GBTA France Carrefour des Experts Travel & MICE
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
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Europe

Feb Oct/Dec	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

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)

