We’re All In This TOGETHER

GBTA Canada Town Hall

Wednesday, February 24 @ 3pm EST
Nancy Tudorache
Regional Vice President, Canada
GBTA

Phone: 416-840-6128   E-mail: ntudorache@gbta.org
Welcome 2021
Stricter public health measures come into effect at Canadian borders, airports

Trudeau suspends flights to sun destinations, will force travellers to quarantine at $2,000 expense

As flight service collapses in Atlantic Canada under strain of COVID-19, some worry the region’s being cut off from the rest of the country

Trudeau said the government is enacting the tough measures now and is committed to a safe restart to travel and tourism as soon as conditions improve. “Ideally, later this year.”

New COVID-19 testing rules for travellers to Canada to begin Jan. 7
Town Hall Agenda

• **GBTA Updates:** And there are SOOO MANY

• **GBTA BTI™ Outlook - Canadian Impact 2020 and Forecast for 2021 and Beyond**
  made possible by Enterprise Holdings
    • *Jon Gray, Economist, Rockport Analytics*

• **Canadian Aviation Sector Update**
  • *Mike McNaney, President & CEO, National Airline Council of Canada*
GBTA Canada Town Halls are Recorded
and available on our website gbta.org/canada

Do you have a Question?
Please submit questions to the dedicated Q&A box on Zoom.
Questions will be answered only if time permitting.

For Assistance during the town hall e-mail:
info@gbta.org
Dave Hilfman
Interim Executive Director
GBTA
GBTA Canada Grows Volunteer Network in 2021
NEW to the GBTA Canada Advisory Board

Chuck Crowder
Board Member
Vice President Sales & Distribution
WestJet Airlines

Patrick Doyle
Board Member
Vice President & General Manager, Canada
American Express Global Business Travel

Vito Curalli
Board Member
Executive Director of International Sales and Industry Relations
Hilton

Brooke Davis
Board Member
Global Travel & Events Manager
lululemon

Bertie Fernandes
Board Member
Corporate Travel Manager
Ledcor Group of Companies

Jon Heppenstall
Board Member
Manager Sourcing Operations, Corporate Services
Hydro One
NEW GBTA Canada Committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Vice-Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations Committee:</td>
<td>Chair, Stephanie Snowball, IHG</td>
<td>Vice-Chair, Jodi Francks, Fairmont Hotels</td>
</tr>
<tr>
<td>Risk Committee:</td>
<td>Chair, Kate King, ISOS</td>
<td>Vice-Chair, Suzanne Sangiovese, Riskline</td>
</tr>
<tr>
<td>Technology Committee:</td>
<td>Chair, Greg Allworth, Chrome River</td>
<td>Vice-Chair, Kristen Hrycoy, SAP Concur</td>
</tr>
<tr>
<td>Transportation Committee:</td>
<td>Chair, Monica McKill, Cenovus</td>
<td>Vice-Chair, Marayka Wilson, United</td>
</tr>
<tr>
<td>Meetings &amp; Events Committee:</td>
<td>Chair, Joe Nishi, Meeting Encore</td>
<td>Vice-Chair, Loren Christie, LC Solutions</td>
</tr>
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Introducing GBTA Canada 2021
GBTA Conference 2021 – Toronto
September 20 & 21, 2021

EVLVE
NOW PLAYING APRIL 15 - 17 IN TORONTO
Scott Turyk
Director, Sales & Marketing
Sheraton Centre Toronto
Scott.Turyk@Sheraton.com
We’re Creating a New Place to Gather
GBTA Canada 2021

Webinars
- March 11: Risk Committee
- April 22: Technology Committee
- August 26: Accommodations Committee
- October 28: Transportation Committee
- December 9: Meetings & Events Committee

Direct Talks
- March 9: Canadian Buyer Toolkit
- April 14: Canadian Buyer Toolkit
- June 30
- October 14
- November 10
- December 14

Town Halls
- February 24
- April 7
- June 23
- November 3
READY. SAFE. TRAVEL. TRAINING

May 2021

Become a *Ready. Safe. Travel. Specialist* with this 4-Week Training Program

[gbta.org](http://gbta.org)
Ready. Safe. Travel. Specialist

Participate in a 4-week virtual training program that will take place once-weekly for 3 hours per week during May 2021

May 5, 12, 19 & 26

Early Bird registration rate from $75 USD

Register with a Special Canadian Offer:

$25 OFF valid until Friday, March 12

Promo Code: CARST2021

Visit: gbta.org or CLICK HERE
GBTA BTI™ Outlook - Canadian Impact 2020 and Forecast for 2021 and Beyond

Ian Dale
Assistant Vice President,
Business Development, Canadian Operations
Enterprise Holdings
ian.Dale@ehi.com
GBTA BTI™ Outlook - Canadian Impact 2020 and Forecast for 2021 and Beyond

Jon Gray
Principal
Rockport Analytics
Jon.gray@rockportanalytics.com
What is the Global BTI™?

- The 2020 study was our 12th consecutive annual GBTA Global BTI™ study
- Demand-side measurements of business travel - all types of business trips and all spending while on a trip
- Input/output approach puts T&E on par with labor, material, and other business inputs
- Travel spend is a function of industry sales & sector travel intensity
- Projections driven by global economy, travel productivity, travel supply capacity, travel pricing, and relevant policy issues
- 73 countries by 44 industries historic trends and projections – the GBTA BTI™ Global “Datacube”
Business Travel Activity Amassed $1.43 Trillion in Global Spending in 2019

2019 Business Travel Spending by Country (in Billions)

North America: $347 billion USD (24%)

MEA: $27 billion USD (2%)

Europe: $392 billion USD (27%)

Asia-Pacific: $616 billion USD (43%)

Latin America: $50 billion USD (3%)

Source: Global Business Travel Association, Rockport Analytics, 2020
The Global Economy Contracts an Estimated 4.4% in 2020, Largest Contraction Since 1946, Post WWII

Global GDP Growth

Average Since 1980 @ 3.5%

Source: IMF, Wells Fargo Securities, OECD, Rockport Analytics

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• The Global BTI™ indexes global business travel spending over time (base year = 2005)

• Business travel has become more productive over time, i.e., over time it takes a relatively smaller business travel investment to generate each dollar in sales

• Business travel is a key input to revenue generation with the two measures moving in tandem (until 2020)
2020 BTI™ Outlook: A View From Canada
Canadian Macroeconomic Overview & Business Travel Prospects
Canadian GDP is Set to Rebound in 2021 But Tail Off Through the Forecast Horizon

2020 EM @ -3.3%
2020 Advanced @ -5.8%
2020 Canada @ -7.1%
2025 EM @ +4.7%
2025 Canada @ +1.7%
2025 Advanced @ +1.7%
## Containment Indices Measure COVID-19 Lockdowns Across Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>2020</th>
<th>2021</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Mar</td>
<td>Apr</td>
</tr>
<tr>
<td>USA</td>
<td>45</td>
<td>78</td>
</tr>
<tr>
<td>Canada</td>
<td>53</td>
<td>83</td>
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<td>86</td>
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<td>Germany</td>
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<td>France</td>
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<td>81</td>
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<tr>
<td>Italy</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Spain</td>
<td>49</td>
<td>95</td>
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<tr>
<td>Mainland China</td>
<td>47</td>
<td>30</td>
</tr>
<tr>
<td>India</td>
<td>29</td>
<td>92</td>
</tr>
<tr>
<td>Japan</td>
<td>33</td>
<td>38</td>
</tr>
<tr>
<td>Brazil</td>
<td>4</td>
<td>46</td>
</tr>
<tr>
<td>Russia</td>
<td>15</td>
<td>59</td>
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<tr>
<td><strong>Global 12</strong></td>
<td>43</td>
<td>64</td>
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</table>

Source: IHS Markit
Business Confidence: A Key Driver of Business Travel Activity

Canadian Business Confidence Slow to Recover

Chart 2 – RPK growth and global business confidence

Sources: IATA Economics, IATA Monthly Statistics, Markit
Canadian Corporate, Household and Government Debt All Rise Sharply in 2020

- Debt levels and low interest rates will help to support the economic recovery in the near-term, however…
- This will act as a headwind for more sustainable economic growth in the long-run and will challenge business travel’s return to pre-pandemic levels

Not including the financial sector, Canada’s debt-to-GDP ratio increased by nearly 80% through 2020
Canadian Business Travel Spending Outlook

- Business travel activity in the Canada totaled $25.7B annually in 2019.
- Business travel spending plummeted an estimated -51% to $12.5B in 2020.
- We expect a bounce back but recovery will be slow. Headwinds include: slow start to national vaccination effort, extremely restrictive national travel policy, lagging business confidence and unprecedented debt levels, which will be a headwind to economic growth.
- We expect business travel expenditures in Canada to total $23.6B by 2024 – 92% of annual, pre-pandemic totals.

![Chart Title]

**Business Travel Spend ($ Billion US)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020 (est)</th>
<th>2021 (f)</th>
<th>2022 (f)</th>
<th>2023 (f)</th>
<th>2024 (f)</th>
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<tbody>
<tr>
<td>YoY%</td>
<td>$25,719</td>
<td>$12,523</td>
<td>$15,071</td>
<td>$20,415</td>
<td>$22,196</td>
<td>$23,572</td>
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<tr>
<td>CAGR</td>
<td>-51.3%</td>
<td>20.3%</td>
<td>35.5%</td>
<td>8.7%</td>
<td>6.2%</td>
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</table>
Canadian Business Travel By Sector

Canada Post-Pandemic Change in 5 Year Business Travel Growth Forecast By Industry

-3.0%
-4.0%
-5.0%
-6.0%
-7.0%
-8.0%
-9.0%

Change in Forecasted 5-Year Compound Annual Growth (2019-2020)

-9.0% -8.0% -7.0% -6.0% -5.0% -4.0% -3.0%

Sector (Arranged Alphabetically)

- Accommodation and Food Service Activities
- Administrative and Support Service Activities
- Agriculture, Forestry and…
- Arts, Entertainment and Recreation
- Construction
- Education
- Financial and Insurance Activities
- Information and Communication
- Manufacturing
- Mining and Quarrying
- Human Health and Social Work Activities
- Professional, Scientific and Technical Activities
- Public Admin and Defense, Other Services
- Real Estate Activities
- Retail Trade
- Transportation & Warehousing
- Wholesale Trade
- Utilities
- Real Estate Activities
- Public Admin and Defense, Other Services
- Professional, Scientific and Technical Activities
- Human Health and Social Work Activities
- Manufacturing
- Mining and Quarrying
- Financial and Insurance Activities
- Education
- Construction
- Agriculture, Forestry and…
- Arts, Entertainment and Recreation
- Administrative and Support Service Activities
- Accommodation and Food Service Activities

2019-2020 Growth

-44% to -48%
-49% to -54%
-55% to -77%

- ~ $300 Million

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<table>
<thead>
<tr>
<th>Country</th>
<th>2019</th>
<th>2024 (f)</th>
<th>Rank Change</th>
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<tr>
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<tr>
<td>Japan</td>
<td>4</td>
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<tr>
<td>U.K.</td>
<td>5</td>
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</tr>
<tr>
<td>France</td>
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<td>India</td>
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</tr>
<tr>
<td>South Korea</td>
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<td>Italy</td>
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</tr>
<tr>
<td>Indonesia</td>
<td>16</td>
<td>$19</td>
<td>13</td>
</tr>
</tbody>
</table>
Questions?

Jon Gray
Principal, Rockport Analytics
Jon.gray@rockportanalytics.com
Canadian Aviation Sector

Mike McNaney
President & CEO
National Airlines Council of Canada
Coming Up With GBTA:

New - GBTA Academy Scholarship Opportunities
Get a scholarship to GBTA Academy courses

WINiT by GBTA Virtual Awards Gala - March 8

Rates Increase Mar. 1 - Register for GBTA Convention 2021

Call For Proposals Deadline Extended - Feb 26

Register - Ready. Safe. Travel. 4-week virtual workshop

For details visit gbta.org
We’re All In This TOGETHER

Thank you for Joining

Our Next Town Hall
Wednesday, April 7 @ 2pm EST
GBTA Honorary Membership

GBTA will provide business travel professionals who have been displaced due to the impact of coronavirus and the global pandemic a GBTA Honorary Membership. This membership will be valid for 12 months or until finding employment. GBTA is committed to helping the business travel community stay connected during this challenging time.

Apply for a GBTA Honorary Membership
Additional GBTA Resources

The following slides are resources with links to videos and web content to assist our business travel industry professionals in accessing GBTA information.

Visit us at:
gbta.org

Membership assistance at:
membercare@gbta.org