



# GBTA 2018 Achievement Report



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# Welcome Letter

On behalf of the GBTA Board of Directors and staff, we are pleased to share our 2018 accomplishments. We finished our 50th year on a high note. Our Convention and global conferences in Canada, Mexico and Europe exceeded our expectations and goals. At GBTA Convention 2018 we announced two new initiatives—the acquisition of WINiT for Women and an enhanced partnership with the UK's Institute of Travel Management (ITM). Both initiatives were years in the making and it is wonderful to have them as a larger part of the GBTA family. Thanks to our members and partners, we achieved so many of our goals.

GBTA produced numerous events around the globe that showed growth in both participation and content. Canada proudly completed its 14th annual conference in Toronto, with record-breaking attendance and a sold-out expo floor. In Europe, GBTA remains the largest business travel presence in the region. Our Berlin conference continues to substantially increase its education offerings and saw record attendance with more than 1,100 attendees. The Berlin conference integrated WINiT content both on Center Stage and in education sessions.

GBTA's pinnacle event, Convention, celebrated its 50th anniversary in San Diego and also made history in a number of ways: we experienced record-breaking attendance and had over 1,350 buyers, making it the largest Convention ever and the largest gathering of business travel professionals in the world. We fulfilled on our promise to offer more opportunities for education than ever before with over 170 education sessions. Sunday afternoon events also incorporated additional education sessions, vertical peer-to-peer discussions and industry tools and roundtable discussions. We featured our highest number of executive interviews at the GBTA Broadcast Studio with 120 live interviews conducted throughout the show, including the most companies featured during Media Day with nearly 30 showcasing their breaking news.

One of the reasons for the high attendance at our Convention and global events is our research. Our research is known for its relevant and cutting-edge content. The research team conducted many important and timely studies this year. Among the analyses were new, groundbreaking studies on female traveler safety, dining trends and virtual payments. We also continued many of our highly anticipated annual studies including the global business travel spending and pricing forecasts.

GBTA continued to be a thought leader in the media on business travel trends, security issues and safety. Expanding our reach even further, we launched a new weekly podcast series called *The Business of Travel*. The podcast features several short interviews with industry thought leaders and experts on various topics affecting the industry. We continue to be featured in all media—broadcast, print, online and radio—continuing our reputation as a trusted source on all aspects of business travel.

As with the media, GBTA is a trusted source on issues affecting the global business travel industry on Capitol Hill and in Brussels. This year we achieved a good deal of success on the policy front. Congress passed a bill that reauthorized the budget for the FAA for five years. This legislation included the majority of the priority issues on GBTA's Legislative Agenda and represented a huge win for our organization and the industry. GBTA also continued our work in Brussels with the European Union and with government officials positioning our association as an expert resource for the travel industry.

We stand poised and ready to take on new opportunities in 2019. We look forward to establishing our mark on our newest opportunity: WINiT by GBTA. We will be integrating WINiT programming in our conferences throughout the world. We are also excited to be in the Windy City for Convention 2019. Our industry loves change, and GBTA will be there to ensure you are prepared.

The successes mentioned throughout this achievement report would not be possible without the support of our members, partners and volunteers across the world. Their enthusiasm, passion and commitment allow us to bring the education, resources and knowledge to address the needs of the global travel industry.

Sincerely,



**Christle Johnson**

GBTA President

# GBTA Global Board of Directors

GBTA is a member-driven organization. Our Board of Directors is the organization's governing body comprised of members from throughout the diverse global business travel industry. The Board is responsible for establishing the focus and direction of the association.

**Christle Johnson**, CCTE, GLP, GTP  
**GBTA President**  
Vice President Travel & Business Services  
*Johnson Downie LLC*

**Rita Visser**  
**GBTA Vice President**  
Director, Global Travel Sourcing and GPO  
*Oracle*

**Bhart A. Sarin**, CCTE, C.P.M., GTP  
**GBTA Chairman**  
Corporate Procurement  
*Ingredion Incorporated*

**Scott A. Solombrino**  
**President, GBTA Allied Leadership Council**  
President and Chief Executive Officer  
*Dav El / Boston Coach Chauffeured Transportation Network*

**Dorothy Dowling**  
**Vice President, GBTA Allied Leadership Council**  
Chief Marketing Officer  
*Best Western International*

**Michael W. McCormick**  
**GBTA Staff**  
Executive Director & COO  
*GBTA*

**Kathy Briski**  
Travel Category Manager  
*Boeing Company*

**Cindy Shumate**, GTP  
Senior Manager, Travel and Meetings  
*Regeneron Pharmaceuticals, Inc.*

**Jennifer Steinke**  
VP Global Travel Management  
*WHoldings*

**Paul Tilstone**  
Managing Partner  
*Festive Road*

**Denise Truso**, CCTE, GTP  
Director, Global Travel  
*Abbott*

**Gus Vonderheide**  
Vice President Global Sales - Americas  
*Hyatt Hotels Corporation*

**Erin L. Wilk**  
Global Security Travel Safety Manager  
*Facebook*

**Gloria Gonzalez**, CCTE, GTP  
CPC President  
Director of Travel & Meetings  
*Freeman Company*

# 2018 Financials

Fiscal period 1/1/2018- 12/31/2018

Financials reflect GBTA Association audited figures only.

The assets and liabilities, of the association as of the end of the twelve month fiscal period. As of 12/31/18

Assets:	\$10.1M
Liabilities:	\$6.7M
Net Assets:	\$3.4M

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

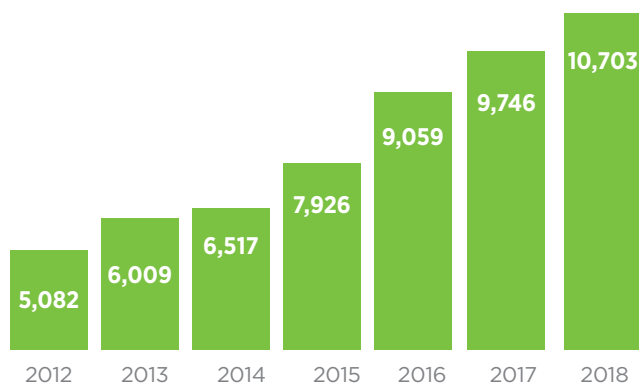
	Dec. 2017	Dec. 2018	Change
Assets:	\$8.5M	\$10.1M	\$1.6M
Liabilities:	\$5.3M	\$6.7M	\$1.4M
Net Assets:	\$3.2M	\$3.4M	\$0.2M

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

**\$23.7M**  
2018 REVENUES

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

**\$23.6M**  
2018 EXPENSES



## GBTA GLOBAL MEMBERSHIP

The number of members of the corporation as of the date of the report, together with a statement of increase or decrease in such number during said fiscal period, and a statement of the place where the names and places of the residence of the current members may be found.

# GBTA Highlights Around the Globe

## Canada

2018 was an excellent year for Canada. The Toronto conference exceeded all expectations, with a new attendance record (800+), a record amount of revenues and an increase in the number of exhibitors – all despite a historic ice storm. At the conference, we introduced new initiatives such as Tech Talks, Membership Zone and a Kick Start program. Our Western Canada Business Travel Symposium was a sellout, with more than 250 attendees. The symposium replaced the former Energy, Resources & Marine Symposium series GBTA had sponsored in Calgary, and it attracted more than 100 additional attendees. The new event reflected GBTA's growth in Canada and the increased demand for education in the western part of the country.

## USA

GBTA celebrated 50 years in 2018 and many accomplishments, including delivering a record-setting Convention in every measure, with over \$15M in revenue, the most attendees ever (6,800), the highest attendee satisfaction ratings in our history and a sold out expo floor making it the largest business travel convention in the world. We launched a weekly podcast called *The Business of Travel*. We conducted nearly 200 broadcast studio interviews with executives at Convention and at our global conferences. Many of those interviews aired live and streamed over various GBTA social networks. We moved our headquarters into a new building at 1101 King Street in Alexandria – and now benefit from bright, spacious offices that lend themselves to all kinds of beneficial collaboration.

## Latin America

GBTA's Latin America region hosted a full schedule of events ranging from conferences to education days. Our Mexico conference this year sold its largest Expo floor to date and exceeded its sponsorship goals. We have new leadership in Mexico. Paola Garcia, former travel manager for AT&T in Mexico, took over as the new GBTA Director and Jessica Ordaz, former travel manager for HSBC in Mexico. Our Brazilian event was held in Curitiba and it exceeded its revenue goals and improved its attendance considerably.

## Europe

GBTA continues to make tremendous progress throughout Europe. The region had unprecedented levels of member engagement throughout 2018. Our France Chapter kicked off 2018 with a sold-out event. Our Berlin Conference, Europe's leading travel conference was the first to integrate WINiT by GBTA content on Center Stage and in education sessions. It featured a new program format with two new interactive sessions and a supplier-only education session. The conference saw record-breaking attendance and a sold-out Expo.

## India

GBTA held two successful India Conferences in New Delhi and Mumbai. Both were well attended, broadcast live globally and focused on the outlook for the Indian business travel market and the future of business travel in India among other trending topics. GBTA also delivered a Business Travel Workshop Series from February through May in Mumbai, Bangalore, Gurgaon, Noida and Hyderabad, attracting more than 250 travel buyers while raising awareness of GBTA in the region.

## Australia

GBTA and btTB continue to make progress in Australia. We held our 2nd annual conference there in May 2018, which focused on customer satisfaction. The various sessions addressed ways of improving customer service while simultaneously remaining mindful of bottom line and other business priorities. GBTA also partnered with btTB to publish four issues of Business Travel Quarterly Magazine. Widely received throughout the region, the magazine focused on top-of-mind issues, cutting-edge research on the travel industry and information about the events being held throughout the country.





## Global Committees, Councils and Partners

More than 1,200 GBTA members are involved in the global volunteer structure. GBTA members serve on board, committees, councils and task forces on a voluntary basis and work to advise GBTA leadership and members on the latest trends, developments and best practices that fall under a committee's jurisdiction. Our volunteer members are active and passionate about their areas of expertise, producing numerous resources for the industry including whitepapers, RFPs, webinars, blog posts, articles and more. Additionally, committees created content for and hosted over 80 education sessions at GBTA Convention 2018. Thank you to our vast [global volunteer network](#).

# Research

In 2018, GBTA's research program produced industry leading research covering topics that matter the most to our industry, including female traveler safety, virtual payments, travel policies and technology. The business travel industry continues to change and GBTA's research program provides timely and accurate information to keep our members up-to-date. In addition to covering the latest industry topics and trends, GBTA research continued to produce our Global BTI and Pricing Outlook studies that are so important to our entire industry.

GBTA research also conducts quick lightning polls that allow us to reach out to our members, taking the pulse on timely topics affecting the business travel industry. Polls on Real ID, Brexit and the travel bans helped to gauge what GBTA members felt about these topics and their impact on the industry.

1,925

resources available in 2018, including research reports, whitepapers, RFPs, toolkits, articles, benchmarking tools, webinars and more



71,000  
RESOURCES  
WORLDWIDE

10,000

RESOURCES  
DOWNLOADED



1,100

members visited and utilized the travel research benchmarking tools



# New Research Reports Introduced in 2018

- >> Perceptions of Safety for Female Business Travelers
- >> Five Business Travel Payment Trends
- >> How Do Travel Policies Address Air Travel?
- >> The Canadian Business Travel Industry: Business Travel's Impact on Jobs and the Canadian Economy in 2016
- >> How Technology Impacts Traveller Behaviour and Safety
- >> Lost in Translation: Changing Landscape, Familiar Challenges
- >> Preparing, Complying, and Operating in a Live-GDPR World
- >> 2019 Global Travel Forecast: Global Air, Hotel and Ground Pricing, and Trends Shaping the Future
- >> Taking a Bite Out of Business Dining: Trends in Business Travel Dining
- >> How Do Companies Approach Simple Meetings?
- >> Project-Based Business Travel in the United States: An Assessment of Market Size & Opportunity
- >> Personalization in Corporate Travel Lodging
- >> Improving Hotel Programs in 2019: How Gaps in Understanding Can Impede Program Goals
- >> Business Traveler Payment Solutions: Perceptions, Pain Points, and Payoffs for Adoption
- >> How Do Corporate Travel Programs Approach the Safety of Women Travelers?
- >> GBTA BTI™ Outlook Annual Global Report & Forecast: Prospects for Global Business Travel 2018-2022
- >> Balancing Traveler Satisfaction and Well-Being with Program Compliance
- >> Balancing Traveler Satisfaction and Well-Being with Program Compliance
- >> Balancing Traveler Satisfaction and Well-Being with Program Compliance

# Top 5 Downloaded Research Reports

1. GBTA BTI™ Outlook Annual Global Report & Forecast: Prospects for Global Business Travel 2018-2022
2. 2019 global travel forecast: Global air, hotel and ground pricing, and trends shaping the future
3. Lost in Translation: Changing Landscape, Familiar Challenges
4. How Do Companies Approach Simple Meetings?
5. Five Business Travel Payment Trends

# Professional Development

GBTA Professional Development is designed with the business travel professional in mind. Education, training and certification are the building blocks for a strong career. GBTA's goal is to ensure that GBTA's educational programming considers the needs of all of our members, regardless of their industry tenure, position or membership type.

It can be difficult to make the commitment to attend meetings, conferences, and workshops due to a variety of concerns. But GBTA has a solution to meet your needs with programs offered both face-to-face and online. World-class education and certification in business travel management is attainable with GBTA delivered education.

# 10

**GLOBAL DELIVERIES**  
of Advanced Principles of Business Travel Management in the USA, UK, Germany, and South Africa

# 5

**GLOBAL DELIVERIES**  
of Fundamentals of Business Travel Management in the USA, UK, Germany, and South Africa



## Global Leadership Professional Program

- >> 125 participants across 4 GLP courses
- >> 26 individuals earned their GLP Certificate of Professional Development
- >> New cohort of 15 members began GLP Designation Program
- >> 25 scholarships awarded



Online Delivery of 59 programs



6,000 participants globally



Participants from 51 countries

# Professional Development

## Topics drawing the greatest participation included:

- >> Lost in Translation: 5 Counter-Intuitive Realities in Business Travel Management
- >> 2019 Global Travel Price Forecast: Global Air, Hotel and Ground Prices
- >> Benchmark Your Air Travel Policy
- >> 3 Steps to building a Solid Duty of Care program
- >> Aggregate Vs. Supplier - How do you buy Hotel Content?

## Corporate Meetings Program and Design

GBTA Professional Development launched its very popular, five module online course designed for mid-level meetings management and procurement professionals. Participants discovered the basic and advanced principles required to start a corporate meetings program or advance their existing program. These 90-minute modules covered a variety of topics from stakeholder identification to building a business case to procurement and data visualization. Each module showcased two different subject matter experts, who provided expert insights and stories of their event and travel management journeys. This online course was delivered in the spring and fall of 2018.

Trending Topics delivered to

**1000**  
PARTICIPANTS



**8 GBTA**  
TOOLS DELIVERED  
TO 310  
PARTICIPANTS

**175+**  
EDUCATIONAL  
SESSIONS



**OVER**  
**350**

Subject Matter Experts serving  
as speakers



# Advocacy

As the voice of the business travel industry on Capitol Hill, GBTA staff tirelessly advocates for policies that better the business travel industry. Our Government Relations Committee provides insight to help us identify the issues that matter most, our Chapters engage in advocacy through our annual Government Relations Challenge, and most importantly, many of our members attend our Legislative Summit each year to take our collective voice to the Hill and meet with their Senators and Representatives.

Despite a polarized political landscape in 2018, Democrats and Republicans worked together to pass a bill reauthorizing the Federal Aviation Administration's budget for five years. Even

more impressive was that the legislation included virtually all of GBTA's priority issues. This was a major win for the Association and our industry.

We are also very active on the European front as well. GBTA has taken its policy agenda to the European Union focusing on safe and efficient passenger facilitation, the need for improved infrastructure and a fair system of taxes, regulations and laws that support the industry. We work with our EU partner organizations to bring a global voice to the issues that matter to our industry and to advocate for policies that benefit our members worldwide.



**Developing and advocating for a changing industry is at the forefront of GBTA's actions. Items such as the Rules of the Road and passage of infrastructure and passenger facilitation are the reason why GBTA is the voice of the global business travel industry.**

# GBTA Influence

GBTA continues to be a trusted source for journalists all over the world. We have positioned ourselves as the go-to source on matters of safety and security and the authority on business travel throughout the globe. We have been quoted in thousands of global, national and industry publications, as well as being featured on broadcast and radio. GBTA research and thought-leadership led to numerous top-tier broadcast interviews as well.



Air passengers rail against allowing mobile-phone calls on planes



How Technology Is Making Expense Reporting Easier



Business travelers feel safest in Washington, D.C., and Los Angeles, survey finds



New GBTA report highlights huge impact of business travel on the US economy



Trump travel ban cost \$185 million in bookings, report says



Airline and hotel costs to increase worldwide next year, study says



How can we make business travel less stressful?

# GBTA Broadcast

GBTA was an active voice on issues like the travel ban and the electronics ban, highlighting member polls and GBTA forecast data on BBC, BNN, CNN and MSNBC.



## GBTA Broadcast Studio

The GBTA Broadcast Studio was featured prominently at GBTA Convention featuring top industry executives on-camera, discussing industry trends, opportunities and challenges as well as GBTA research projects. More than 120 executives joined us in San Diego. Another 35 industry leaders shared their perspectives at GBTA Conference 2017 in Toronto and 40 more at GBTA Conference 2017 Frankfurt in partnership with VDR.



## GBTA Launches Weekly Podcast

GBTA launched a weekly podcast titled *The Business of Travel* in 2018. The podcast consists of weekly episodes featuring several industry experts and thought leaders on a range of key issues affecting the business travel industry. *The Business of Travel* covered topics such as business travel's role in employee recruitment and retention, the business travel experience, travel friction, travel technology, aviation regulations, Brexit's impact on business travel, duty of care and more.

## GBTA Social Gets Engaged

GBTA continued to ramp up its social media interaction in 2018 more so than ever before, engaging with members, media and industry insiders. Similar to last year, many of our best performing and most engaging posts included industry trends and stats from the latest GBTA research projects. .

 Facebook 8,500 followers

 Twitter 13,400 followers

 LinkedIn 19,500 followers