

Business Travel Association celebrates new branding and members



Clive Wratten

The Business Travel Association (BTA) has welcomed eight new members to its growing portfolio of travel management companies (TMCs), only a few weeks after its rebrand.

The association rebranded as the BTA from the [Guild of Travel Management Companies \(GTMC\)](#) in July. The new brand identity and logo was unveiled at its annual Overseas Conference, held in Noordwijk, The Netherlands. Later that month Clive Wratten was announced as the association's CEO, replacing Adrian Parkes.

The new name is intended to better reflect the activity it undertakes on behalf of its TMC members and their clients, partners and industry associates. The association has expanded its scope of work over the past few years, with initiatives to future-proof the industry including liaison with government, promoting the economic benefits of business travel and talent development, all reflected in the change.

Through joining the BTA, the new members have the opportunity to participate in a number of high-profile networking and industry events, enabling it to further cement their plans for future growth.

The eight new members joining BTA are: ABT UK, part of the Amsalem Business Travel Global Group; Beyond Business Travel, a TMC based in Belfast; Global Travel Management; Omega Business Travel; Quintessentially CTM; Sunways Business Travel; The Travel Company Edinburgh; and Wotton Travel.

Clive Wratten, CEO of [the BTA](#), said: "We're excited to welcome eight new members to the BTA, only a few weeks after we revealed our new branding. It's a testament to our work and we look forward to working with them and supporting them with the opportunities that being a BTA member brings."

The BTA is the representative association for the business travel community and travel management companies, accounting for more than 90 per cent of all managed travel booked in the UK.

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