

**PRESS RELEASE
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The BTA Generation Board Welcomes easyJet as Official Sponsor

7th October 2024 – The Business Travel Association (BTA) is thrilled to announce easyJet as the official sponsor of the Generation BTA Board. This sponsorship underlines the airline's commitment to supporting the next generation of business travel professionals.

Rebecca Duncan Business Development Manager at easyJet, commented: "The easyJet brand is a great match for the Generation Board. Innovation is in easyJet's DNA - since launching nearly 30 years ago, easyJet changed the way people fly to the present day where the airline leads the industry in digital and operational innovations to make travel more easy and affordable for its passengers.

"This partnership demonstrates our dedication to supporting the growth and development of the next generation, driving positive change, diversity, and innovation."

Clive Wratten, CEO of the BTA, stated: "Our partnership with easyJet is testament to our shared values of innovation, diversity, and progress. With easyJet's support, we are confident that the next generation of business travel leaders will be equipped to evoke meaningful, positive change within our industry."

The Generation BTA Board was created to bring fresh perspectives and innovative ideas to the wider business travel sector, while also fostering diversity. The partnership with easyJet also marks a significant step in enhancing the growth and development of young talent.

Ends

Notes to Editors:

About The BTA

The BTA is the authority on business travel. Working collaboratively across the industry and with the government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. It's TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. The BTA focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the well-being of travellers.

For more information on BTA please visit: www.thebta.org.uk or call 020 3657 7010.

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