

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**



### **THE BTA URGES INDUSTRY TO REDEFINE COLLABORATIONS**

**13th July 2023:** The Business Travel Association (BTA) released a Best Practice document today to target Travel Management Companies (TMCs) and corporate suppliers, ensuring both parties have a clearer understanding of their partnership goals.

As the travel industry witnesses a steady return to pre-pandemic levels, TMCs and suppliers have expressed concerns about transparency, data sharing, strategic alignment, and mutual understanding, identifying the need for improvement in these areas. In response to the disconnect between both parties, the BTA published this document to bridge the gap.

Clive Wratten, CEO of the BTA, said: “This document provides some much-needed clarity on the expectations of each party, which we hope when implemented will lead to stronger relationships and enable smoother collaborations. As the travel industry continues its recovery journey, the BTA remains committed to providing essential resources that drive industry growth.”

Sue Chapman, Commercial Director at Clarity Travel Management said “As a Travel Management Company, we realise how important our role is at Clarity to ensure the supply chain runs smoothly in our industry. To be able to do this, it is imperative we have great relationships with our suppliers – which we do. We liaise regularly to maintain a powerful partnership, in turn enhancing the service we can offer our business travel clients and corporate buyers. Our newest suppliers join those who have been working with us for years. We complement each other and bring added value to what we offer as a whole.”

A spokesperson for Lufthansa said “We are convinced that Travel Management Companies should be an integral part of the value chain for the business travellers and corporate buyers. Many of our customer propositions and solutions become more compelling if they are endorsed, promoted and serviced by our trade partners. The closer we collaborate the better our mutual understanding of our customers’ needs and preferences.”

The document simplifies genuine feedback gathered from TMCs and corporate suppliers, providing best practices and valuable tips for both parties. It highlights the industry's imperative to enhance collaboration and work together more effectively.

**\*\*\*ENDS\*\*\***

#### **Notes to Editors**

**To read the Best Practice document, *download here.***

**Methodology**

The BTA has taken feedback from TMCs and corporate suppliers in the formation of this document.

**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](http://www.thebta.org.uk) or call 020 3657 7010.

**Media Enquiries:**

For more information, please contact:

Thyme Francis / Angie Milojkovic

Pembroke and Rye