

BTA

A Year in Review



Contents

01	About the BTA	Page 3
02	Welcome from Clive	Page 4-5
03	Events	Page 6-7
04	Webinars/Podcasts	Page 8
05	Whitepapers	Page 9
06	Media engagement	Page 10
07	Contact	Page 11-17

01

About the BTA

The BTA is the representative body for the UK business travel industry and Travel Management Companies (TMCs). BTA member TMCs account for over 90% of all business travel booked in the UK.

Our members and partners represent the entirety of the business travel sector ranging from TMCs, airlines, railway operators, car rental companies, hotels, technology providers and financial solution organisations.



02

Welcome from Clive



Dear Reader,

The business travel industry's journey through 2023 was one of measured progress and cautious optimism.

While the lingering shadow of the pandemic remained, we collectively navigated its impact and began to witness unmistakable flickers of recovery. Persistent challenges, exemplified by imminent strikes, cancellations, and delays in infrastructure initiatives, including HS2, Northern Rail projects, and the deployment of electric vehicle charging networks, persisted throughout the year, posing a significant threat to the overall progress. However, 2023 was a year of positive development, learning and collective growth for many across the business travel industry.

At the BTA, our year has been characterised by a string of successes. These include the launch of our career brochure, shared to plug the skills gap post-lockdown, the Spring and Autumn Conferences in London and Antwerp and the range of webinars with the support of many of our members and partners. We also welcomed a number of new TMCs and 17 new Partners to the BTA.

This report summarises the key achievements that defined our association's work in this transformative year.

Here, we pay closer attention to the **events** hosted, **webinars**, **podcasts**, **whitepapers** and **media engagement** in 2023. This is explored against a contextual environment of:

KEY INDUSTRY TRENDS

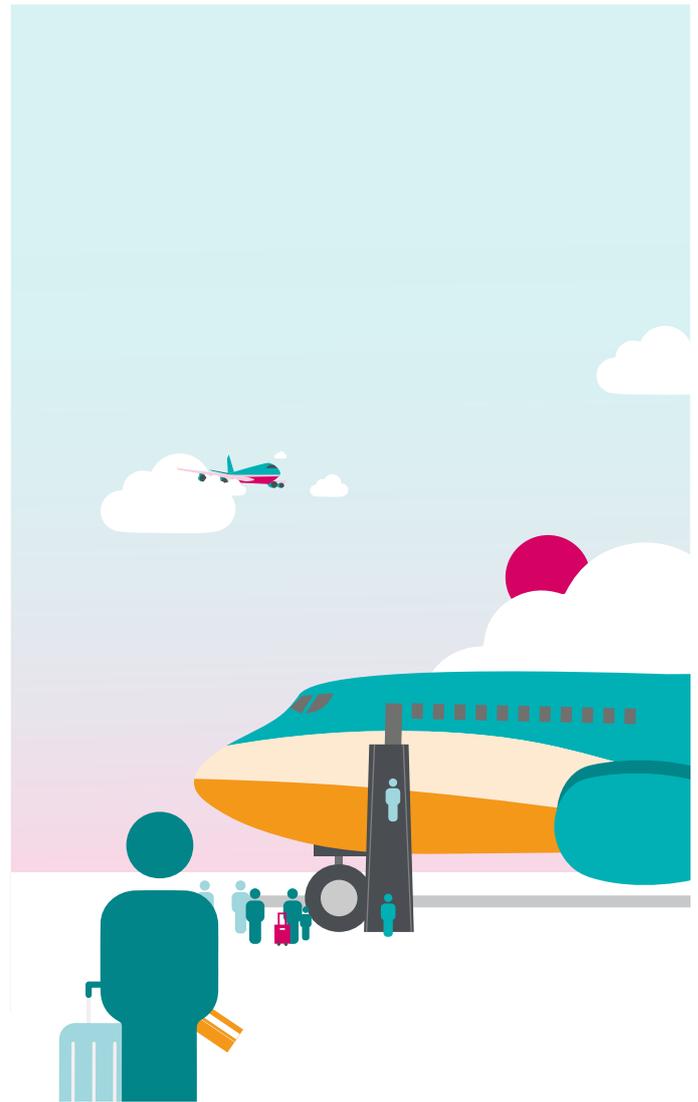
Travel demand: Though not yet surpassing pre-pandemic levels, travel demand saw a significant uptake in 2023. Domestic travel fuelled the initial rebound, with international travel demonstrating a gradual but consistent recovery.

Technological transformation: Digital innovation continued to be a driving force, shaping everything from customer experience to operational efficiency. The BTA actively facilitated the adoption of technology for its members and partners. Webinars, conferences and podcasts promoted the role of innovation in tech to future-proof the TMC travel landscape.

Sustainability as a cornerstone: 2023 marked a turning point in travel's embrace of responsible practices, seen through the VS100 first SAF flight. Travellers and businesses alike continued to prioritise eco-friendly options, with carbon reporting consistently entwined in and becoming a more prominent aspect of TMC offerings. The BTA Planet Plan Council championed sustainable collaboration, outlining key objectives to collectively work towards positive environmental change.

Collaboration and advocacy: Through the BTA, stakeholders across the business travel industry collaborated to address challenges such as employment shortages, supply chain disruptions, and evolving travel regulations enforced by strikes. In Government, our advocacy efforts yielded tangible results, securing government support and influencing policy changes conducive to industry growth.

Challenges and opportunities: While 2023 brought significant progress, we remain aware of ongoing uncertainties. Geopolitical tensions, such as the wars in Ukraine and Gaza, economic instability due to the cost of living crisis, and innovation across infrastructure and technology present risks and opportunities for strategic agility and diversification. Embracing innovation, prioritizing sustainability, and fostering collaboration will be crucial for building a resilient and responsible future for travel across 2024.



As we turn to 2024, the business travel industry continues to rebuild itself stronger, based on a foundation of hard-won progress.

The BTA is committed to continuing its steadfast support for TMCs across the sector. We will remain actively engaged in advocacy, promote industry best practices, and facilitate collaboration across all levels. The BTA remains committed to emphasising and advocating for the obstacles affecting business travel and global trade, ensuring that rigorous discussions are conducted on these pertinent matters.

The challenges faced in 2023 serve as catalysts for positive change and growth into this year ahead. As we look forward, our commitment to innovation, collaboration, and resilience will remain unwavering.

By working together, we can unlock the immense potential of a sustainable business travel network that harnesses economic growth.

I extend my deepest gratitude to our members, partners, and the entire BTA team for their enduring dedication and hard work.

Best wishes,
Clive Wratten
CEO of the Business Travel Association (BTA)

A handwritten signature in black ink, appearing to read 'Clive Wratten'.

03 Events



35
Industry events
— 16 in person —

Business travel industry events are more than just gatherings on a calendar – they’re the beating heart of collaboration to enforce positive change.

Across 2023, the BTA’s events have provided an environment for industry professionals, decision-makers, and potential partners to converge. They have been a catalyst for networking. For members and partners to come together to build relationships, exchange knowledge, and forge connections that have the power to grow and reinforce the business travel industry.

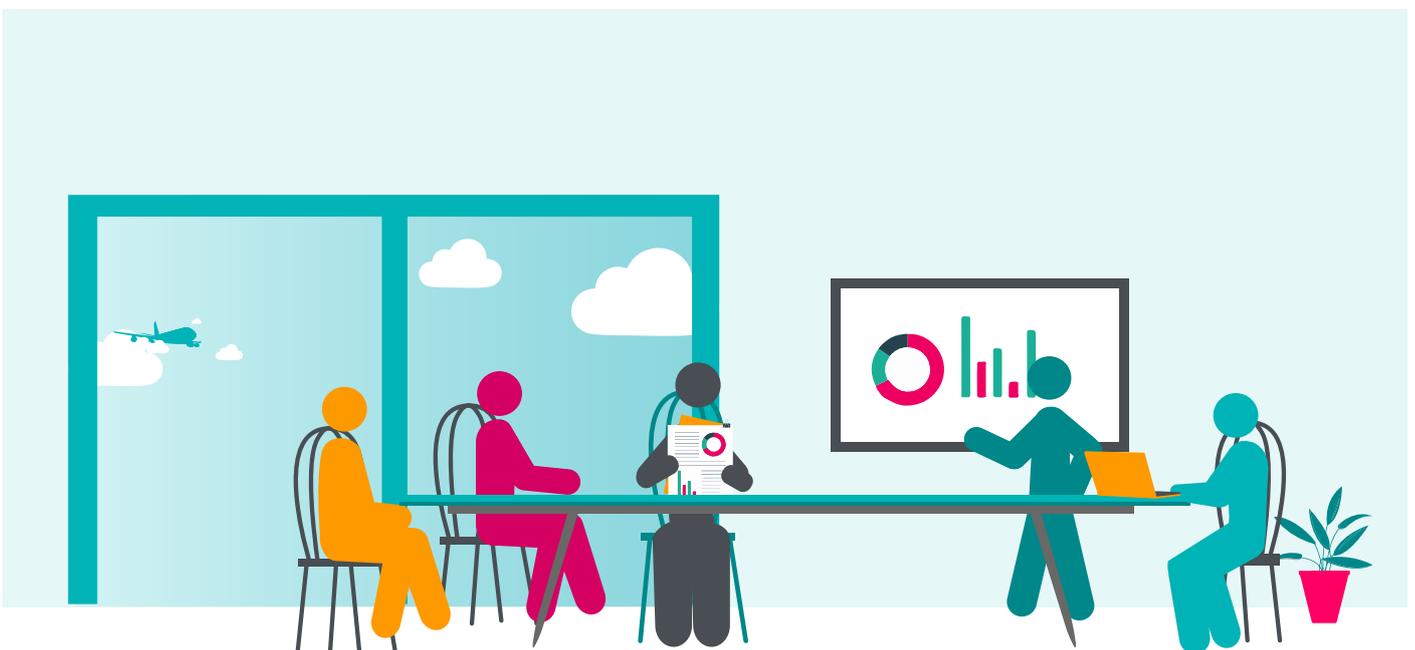
They are platforms for education and professional development. Through keynote speeches, fire-side chats, workshops and Q&As, BTA members and partners were permitted access to all areas of cutting-edge industry trends, issues management and shared insight.

The BTA hosted a string of incredibly successful events across 2023 that brought together the business travel community. Topics and themes covered accommodation, air travel, sustainability and finance.

Guest speakers included industry heavyweights such as Sean Doyle, CEO of British Airways and Gwendoline Cazenave, CEO of Eurostar International. As well as partner sessions with brands including easyJet, Virgin Atlantic and Delta Airlines.

Over 350 people attended the BTA’s Spring and Autumn conferences, the largest events of the BTA calendar.

With an average of 43 attendees per the sector-specific conferences, the BTA has remained a prominent source of industry-wide information.



40 people attended the BTA's Parliamentary Dinner, hosted by Stephen Hammond, MP.

The evening presented relationships wider than industry partners, to infiltrate government policy and position business travel at the forefront of the political agenda.

At the Parliamentary dinner, attendees were encouraged to discuss, debate and advocate for policies that benefit their sectors.

Events offer a fantastic opportunity to amplify the collective voice of the business travel industry. This is something the BTA is passionate about and will continue to develop throughout its events agenda into 2024.

“Great opportunity to increase my knowledge and make some key contacts.”

“Inclusive and I feel privileged to be part of such a wonderful community.”

“The Air Conference was a great opportunity to hear from the partners and a very insightful day with great updates.”

“The conference was very well executed. I liked the variety of topics discussed overall I had a great day really engaging and thought provoking... The BTA team are extremely welcoming and seem to have thought about every little detail (flawless day) thank you.”



Photos from the BTA
Parliamentary Dinner
19/06/2023



04 Webinars/Podcasts

Webinars and podcasts have been a massive area of exploration this year for the BTA, with plans to further expand on this in 2024 due to their continued success.

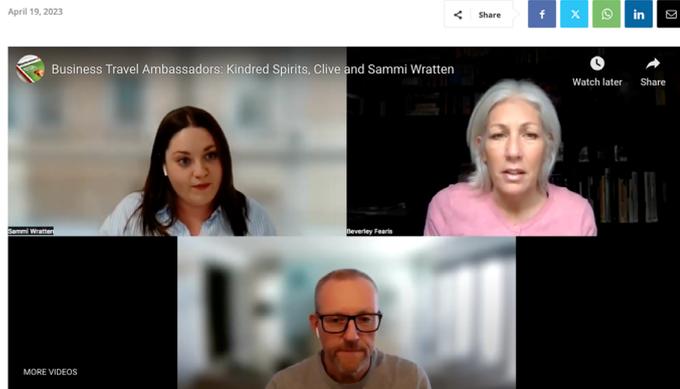
Both webinars and podcasts are a fantastic vehicle for members, partners and colleagues across the business travel industry to get involved with the BTA and share their experiences, views and insights on various topical issues.

Across 2023, webinars and podcasts have provided the BTA community with a reliable and portable source of information and support on the go.

The podcasts have provided industry commentary, covered BTA events and offered in-depth conversations with business travel company leaders.

The webinars shared insights on topics including NDC, cybercrime, diversity and sustainability.

Business Travel Ambassadors: Kindred Spirits, Clive and Sammi Wratten



The Business Travel Magazine: Business Travel Ambassadors Campaign 19/04/23



49
webinars
and podcasts

17
episodes of
The BTA show
6 episodes with partners



over **1,000** listeners

partners and guests include:



05 Whitepapers

Whitepapers continue to be a source of reliable and quotable information for many across the business travel industry.

They provide detailed explorations of key issues and feature insights from prominent industry leaders. Across 2023, the BTA released five whitepapers to troubleshoot and understand current topics facing the business travel industry.



Manifesto

The BTA Manifesto addresses pressing issues facing the business travel sector, covering the skills shortage, sustainability challenges and transport infrastructure investment. It outlines the need for government support to deliver a seamless and sustainable integrated transport system that respects the environment and satisfies customers.



Careers

To fill the skills gap post-pandemic, the BTA interviewed business travel colleagues across a range of experience and sectors to stifle misconceptions about careers in travel to boost the intake of industry newcomers. The brochure was shared across the BTA's Member and Partner network, with TMCs confirming that it would be used within their onboarding processes. The release of the brochure also helped to reinforce the BTA's longstanding partnership with Bournemouth University, as well as establish a relationship with Birmingham University. Through these connections, the BTA team has attended careers fairs, and supported a student through the application process for a role in the industry. The candidate successfully secured a role with a BTA Member, Reed and Mackay.



CBI

Based on research from the CBI, the BTA shared a whitepaper outlining the benefits of business travel for the UK economy. The paper revealed that business travel expenditure contributed £27.5 billion in gross value added (GVA) and 283,500 full-time equivalent (FTE) jobs to the UK economy in 2022.



Best practice

Using responses from TMCs and buyers, the report outlines problem areas to ensure smooth relationships and transactions between the two.



Payment culture

In association with Good Business Pays, the BTA released a whitepaper focusing on the negative impact of late payments for TMCs, to spread awareness among corporate clients and change behaviours.

1,300+
whitepaper viewers



In total, the BTA whitepapers have had over 1,365 views.

This level of interest highlights the BTA's position as a trusted source of information for those across the business travel community, relied on for support and advice. This is reinforced through the level of reposts on LinkedIn the whitepapers receive, often accompanied with supportive and positive comments.

06 Media Engagement

In 2023, BTA experienced a favourable trajectory in media coverage, solidifying the business travel industry's prominence within the news landscape.

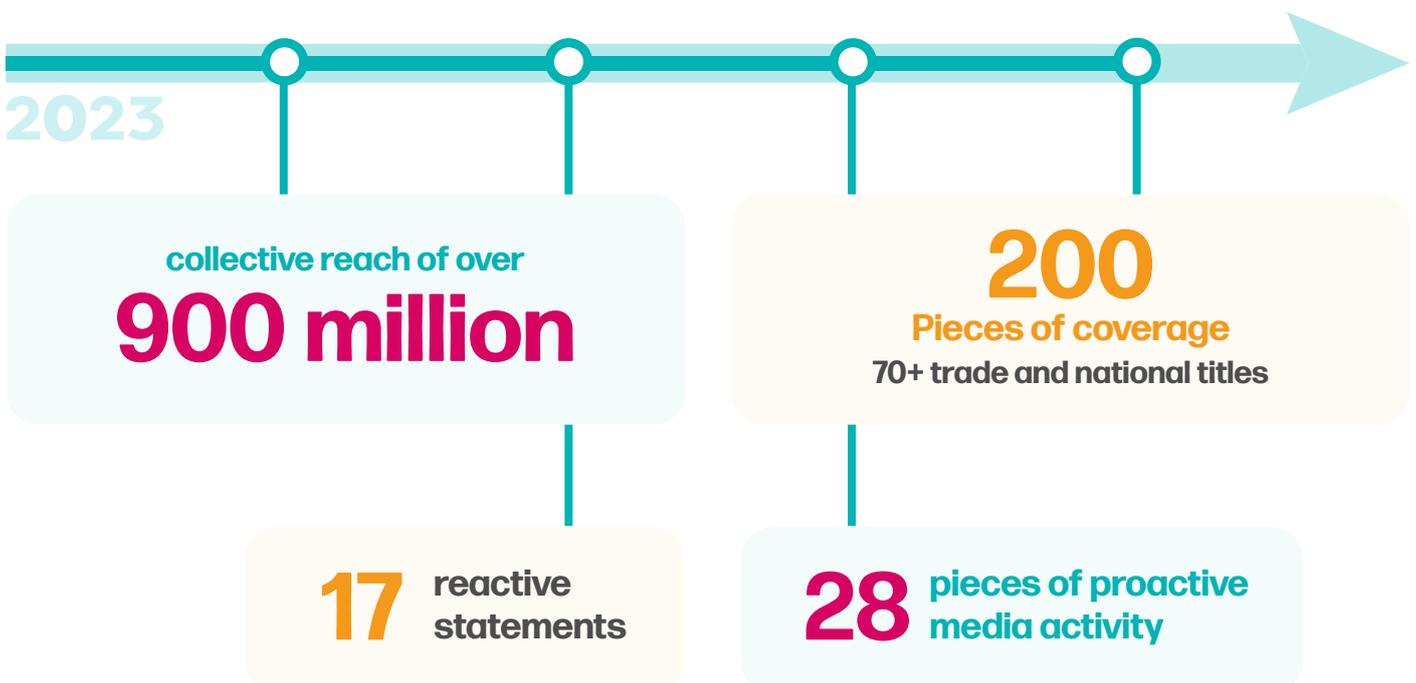
Across the year, the BTA shared 28 pieces of proactive media activity. Topics covered announcements surrounding new partnerships and board members, the release of the careers brochure, and the diversity, equity and inclusion charter in association with the Association of Women in Travel Executives. As well as other whitepapers including one in association with Good Business Pays as well as best practice.

Within this, the BTA shared 17 reactive statements commenting on the news agenda. Topics responded to strikes, ticket office closures, the cancellation of HS2, the collapse of Flybe, Heathrow Airport airline fees, and the rumoured removal of WIFI from trains.

The BTA maintained strong relationships with trade and national media across the year, featuring in multiple interviews and features. Often appearing in the Business Travel Magazine and the Travel Technology Initiative columns and newsletters.

In total, the BTA gained over 200 pieces of coverage in over 70 trade and national titles from this activity, with a collective reach of over 900 million. This includes coverage in TTG, Travel Daily News, the Guardian, the Telegraph, Skift, and the Daily Mail.

Through the high level of media engagement gained, the BTA has ensured the business travel industry's voice is represented and amplified across the news agenda. BTA coverage and media activity in support of the industry has strategically reinforced member visibility, influenced policy discussions and shaped public perceptions of the value of business travel.



The Guardian
Newspaper of the year

Carbon emissions from UK rail travel lower than previously thought

Rail industry group commissioned a new tool to calculate the industry's carbon footprint more accurately



Clive Wratten, chief executive at the Business Travel Association, said: "We've heard loud and clear from our members and the business travel community that consistency in carbon measurement is an imperative. This initiative from RDG on behalf of the whole rail industry has the potential to provide clarity and a robust green message to all parts of business travel."

Once rail carbon information is displayed at point of sale, booking sustainable travel will be easier, especially when comparisons between rail journeys and flights are listed, Brennan said. "All our tools are about making sustainability effortless," he added.

ttg FOR SMARTER, BETTER, FAIRER TRAVEL

NEW BTA BOARD TO 'ENGAGE WITH NEXT GENERATION OF LEADERS'

05 OCT 2022 BY WILL PAYNE

The Business Travel Association (BTA) has launched a Generation BTA Advisory Board in a bid to engage with "the next generation of leaders" within the corporate travel sector.

Selection of media activity featuring the BTA

INDEPENDENT

News > UK > Home News

Travel chiefs warn of 'summer of discontent' as 1 million passports at risk from five-week strike

Union sources said passport offices were already seeing a surge in applications

Simon Calder, Thomas Kingsley, Kate Devlin • Friday 17 March 2023 19:32 GMT



Clive Wratten, chief executive of the Business Travel Association, said: "The Passport Office strikes will have devastating consequences for business travel and the UK economy.

"These strikes will impact businesses across the UK resulting in loss of sales and deals which will cause further damage to the industry and economy which has so far observed a bounce back."

BTN
BUSINESS TRAVEL NEWS

MANAGEMENT

BTA calls for Government support in new manifesto

By Felicity Cousins / 1 November 2023 / Contact Reporter



The UK's Business Travel Association (BTA) has today launched a manifesto outlining a strategic pathway to tackle industry pressure points for 2024.

Clive Wratten, CEO of the BTA, said: "Constant unruly disruptions are pushing commuters to their cars as they lose faith in public transport networks.

"Delays to work trips due to travel incompetence are not only an inconvenience but carry significant economic and environmental costs for the UK."

BTA calls for an industry standard of carbon offsetting with greater collaboration between the government and industry sectors to guarantee a suitable accreditation.

07

Contact

BTA

info@thebta.org.uk

Rosie Rider

Enquiries

rosie@pembrokeandrye.com

Victoria Naylor-Leyland

Media

victoria@pembrokeandrye.com