

BTA Professional Code of Conduct

Version	3.0 – April 2026
Status	Current
Applies to	All BTA members
Owner	CEO, Business Travel Association

Introduction

The Business Travel Association exists to promote, champion, and professionalise the business travel industry. Our members – travel management companies of all sizes – serve corporate clients whose employees depend on them for safe, effective, and well-managed travel.

This Code of Conduct sets out the professional and ethical standards that every BTA member is expected to uphold – not just at BTA events, but in the way they conduct their businesses day to day. It is the ethical foundation on which BTA membership rests, and from which BTA Accreditation is built.

Compliance with this Code is a condition of BTA membership. Members are expected to sign their commitment to it on joining and to renew that commitment annually. Any member seeking BTA Accreditation must be in good standing under this Code.

The BTA reserves the right to amend this Code of Conduct from time to time as it sees fit. Members are bound by the version of the Code that is current and in force at any given time, not solely the version in place at the date they first signed it. The BTA will notify members of any material changes.

Our seven principles

BTA members commit to upholding the following principles in the conduct of their businesses and their participation in the BTA community.

1

Professional integrity

We conduct our businesses honestly, transparently, and with integrity. We do not misrepresent our services, capabilities, or credentials to clients, prospects, or industry partners. We act in the best interests of our clients and hold ourselves accountable when we fall short.

2

Client commitment

We put our clients at the centre of what we do. We are clear about the services we provide, the terms on which we provide them, and the fees we charge. We handle client funds responsibly and ensure that money held on behalf of clients is protected at all times.

3

Respect, inclusion, and freedom from harassment

We treat every individual – colleagues, clients, partners, and fellow BTA members – with respect and dignity. We do not discriminate on any grounds, including gender, sexual orientation, race, ethnicity, age, disability, or belief. We are committed to creating a business travel industry that is genuinely inclusive.

We take harassment of any kind seriously. This includes, but is not limited to, sexual harassment. Every BTA member is expected to take reasonable steps to prevent harassment in their organisation and at any BTA-related activity. We recognise the legal obligation on all businesses to prevent sexual harassment in the workplace and are committed to meeting and exceeding that standard as it develops.

4

Data protection and privacy

We handle personal data lawfully, securely, and with care. We maintain appropriate policies, register with the relevant regulatory authorities, and ensure that client and employee data is protected in line with applicable law. We are transparent with clients about how their data is used.

5

Confidentiality and fair competition

We respect the confidentiality of client information and commercially sensitive data. We do not use information obtained through BTA participation to gain an unfair competitive advantage. We support the BTA's role in facilitating legitimate information-sharing between members while maintaining appropriate competition compliance.

6

Responsible business

We recognise that business travel has environmental and social impacts, and we take reasonable steps to support clients in managing those impacts. We are honest about our sustainability credentials and do not make claims we cannot substantiate. We conduct our businesses in compliance with applicable law.

7

BTA community standards

We engage with the BTA community constructively and in good faith. We do not make unsolicited approaches to the clients or employees of fellow BTA members. We support the BTA's work as a trade body and act in ways that uphold the reputation of the association and the wider industry.

What this means in practice

By accepting BTA membership, members commit to:

- maintaining valid professional indemnity and public liability insurance appropriate to the scale of their business
- being registered with the ICO and maintaining a current data protection policy
- ensuring client funds are held and managed in line with their contractual obligations
- having in place a written business continuity plan
- ensuring staff have access to relevant industry training and professional development
- providing clients with clear, written terms of business
- reporting any material change in their trading status to the BTA promptly
- taking reasonable steps to prevent harassment, including sexual harassment, within their organisation

Reporting a breach and enforcement

Any member, partner, or third party who believes this Code has been breached should report their concern to the BTA CEO in the first instance. All reports will be treated with discretion.

On receiving a report, the BTA CEO will assess whether the matter warrants formal investigation. Where it does, the matter will be referred to a committee of BTA board directors who were not involved in the events in question. The member concerned will be given a full opportunity to respond before any decision is made.

Depending on the nature and seriousness of the breach, outcomes may include:

- a formal written warning
- suspension of BTA Accreditation
- suspension of BTA membership pending further investigation
- termination of BTA membership

A member whose membership has been terminated following a Code breach may apply for readmission after two years, at the discretion of the BTA board.

Competition compliance

Facilitating the sharing of information and market intelligence between member companies is an important part of the BTA's role. This supports the identification of industry-wide issues, encourages collaboration, and benefits the market.

Members must not use BTA forums or events to share commercially sensitive information that could influence independent pricing or commercial strategy decisions. The BTA will provide guidance to members on maintaining appropriate competition compliance where needed.

Member commitment

BTA membership requires each member to sign a declaration confirming they have read, understood, and accept this Code of Conduct. This commitment is renewed annually as part of the membership renewal process.

Members seeking BTA Accreditation Level 1 must be in full compliance with this Code at the time of application and throughout the period of accreditation. Any finding of a material breach of this Code may result in suspension or withdrawal of accreditation, independently of any action taken in relation to membership.

Questions about this Code should be directed to the BTA CEO.