

# The State of Global Business Travel

What's now, what's next for the industry and GBTA

Suzanne Neufang, CEO, GBTA

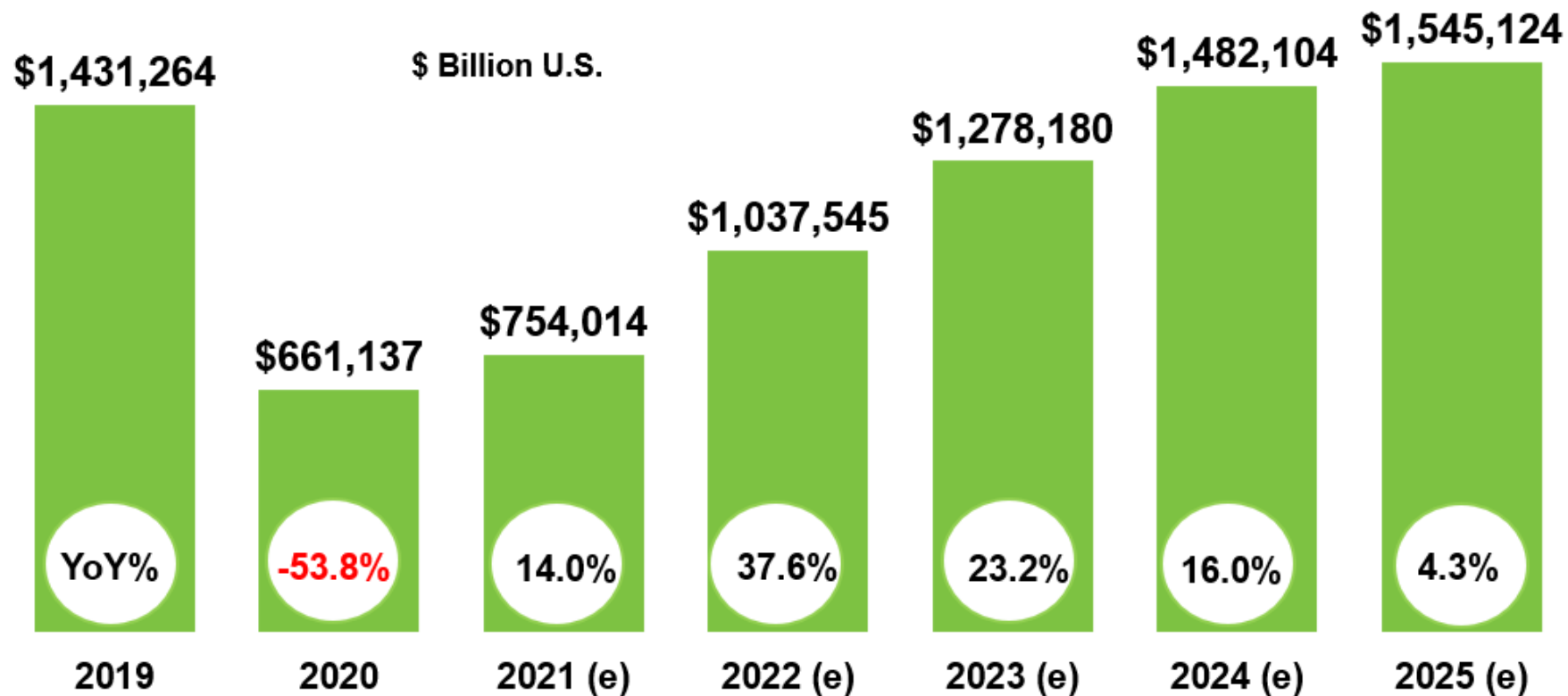
March 22, 2022

Connecting the people that connect the world.™



FORECAST

**Business  
travel  
spending  
expected to  
recover to  
\$1.4T by 2024**



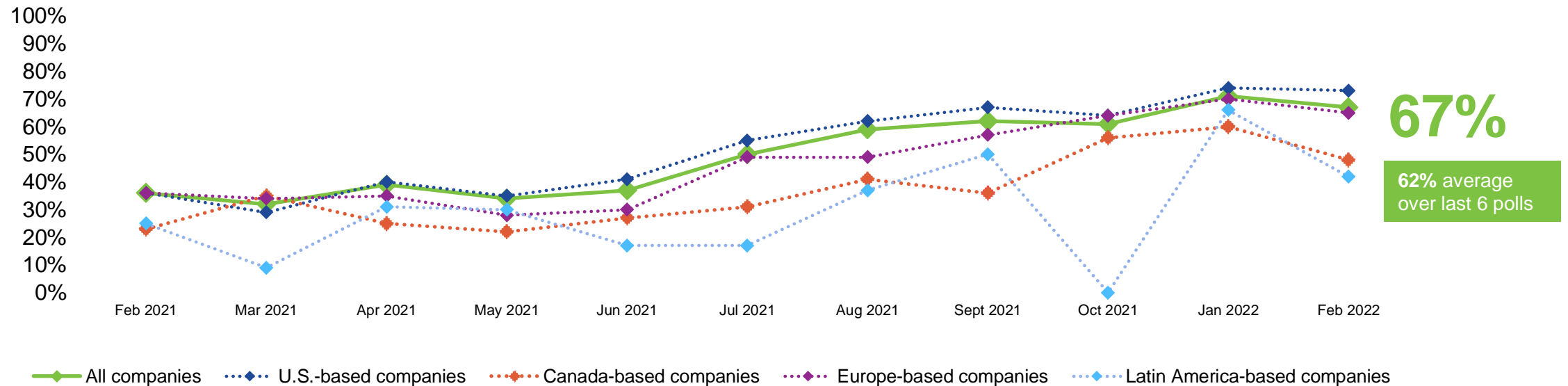
# Where Is Recovery Now?

---



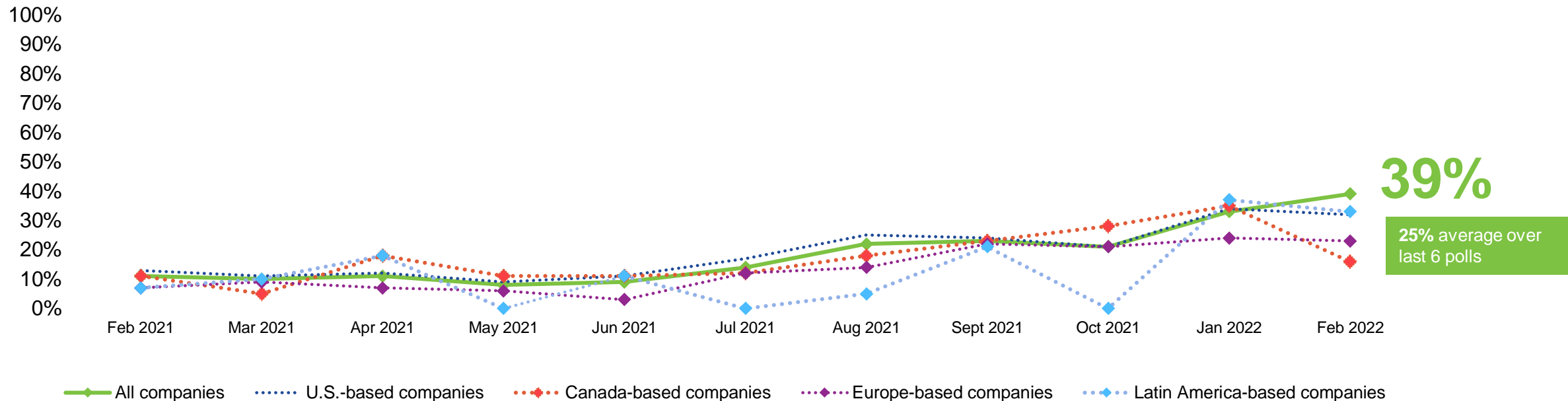
# The state of domestic business travel

% of companies allowing some or more domestic business travel within their country



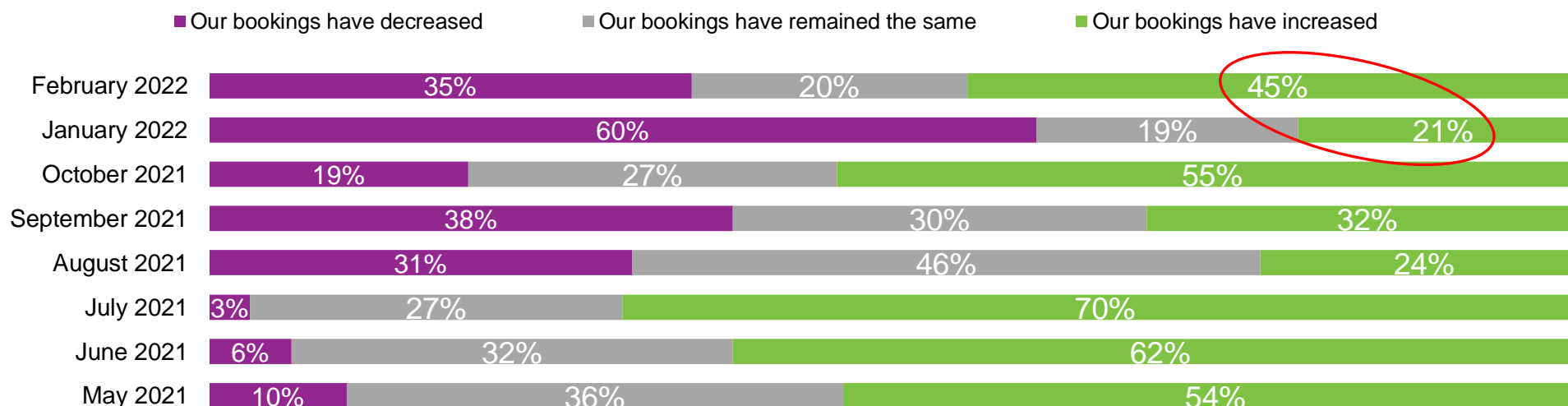
# The state of international business travel

% of companies allowing some or more international business travel



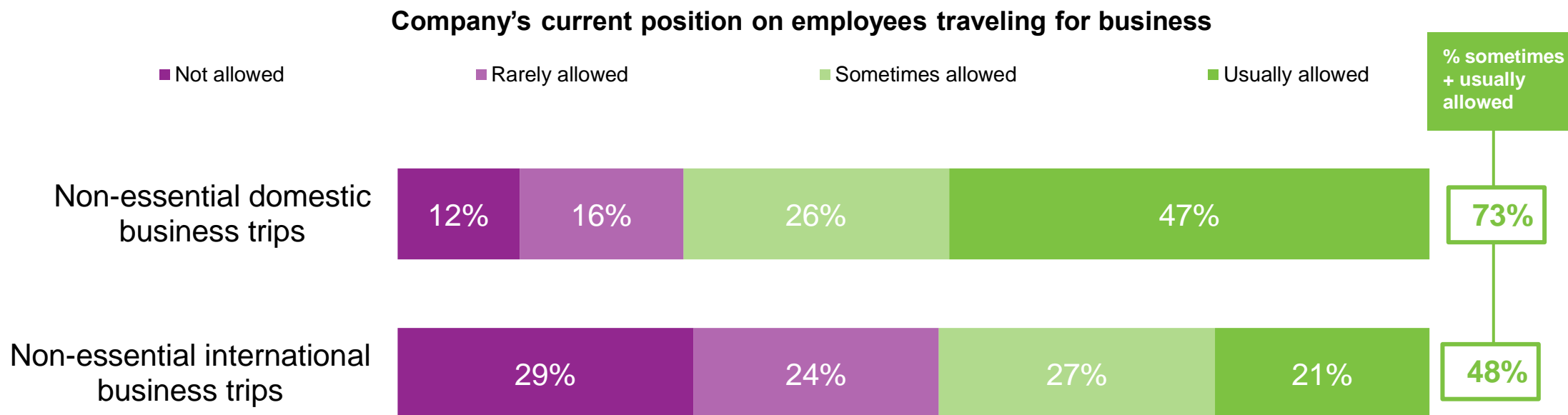
# As Omicron wanes, future business travel bookings tick back up

## How have bookings from corporate customers changed in the past month?

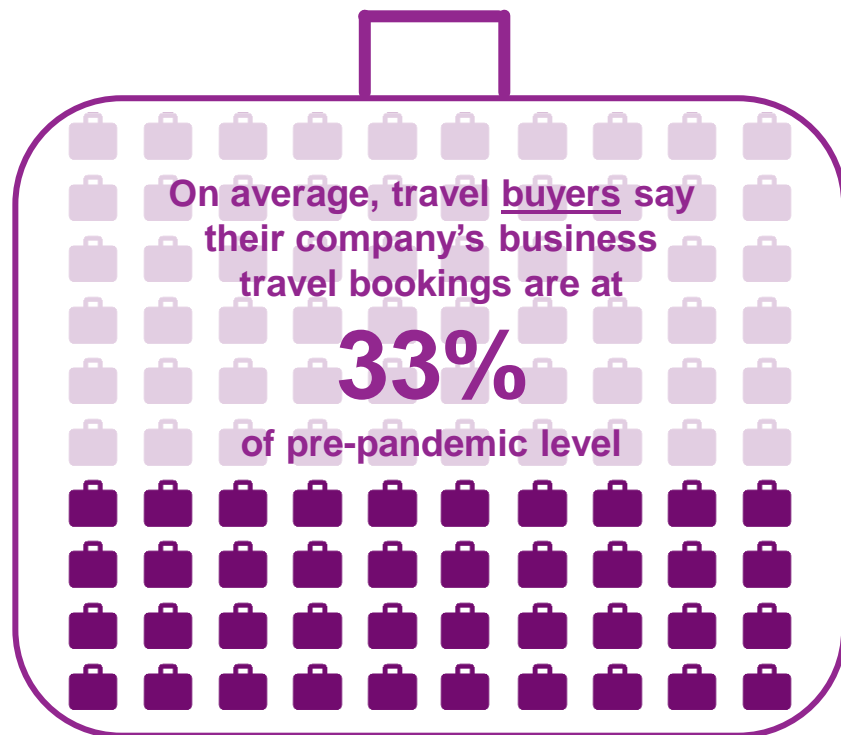




## Most companies have resumed at least some non-essential business trips



## Business travel remains considerably below the pre-pandemic peak

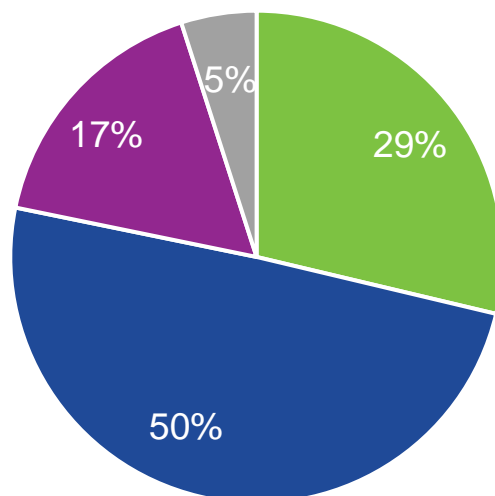


*Note: Average represents estimate using the midpoints of provided ranges.*



## Respondents feel worst of Omicron is behind us – but business travel might recover slowly

How will the Omicron variant impact corporate travel in the next three months?



- The worst of the Omicron variant is behind us and business travel will quickly pick up in the next three months
- The worst of the Omicron variant is behind us but business travel will pick up slowly in the next three months
- The Omicron variant will continue to weigh on business travel recovery in the next three months
- Not sure

# Some wish to travel less, but most hope to return to their pre-pandemic frequency of business travel

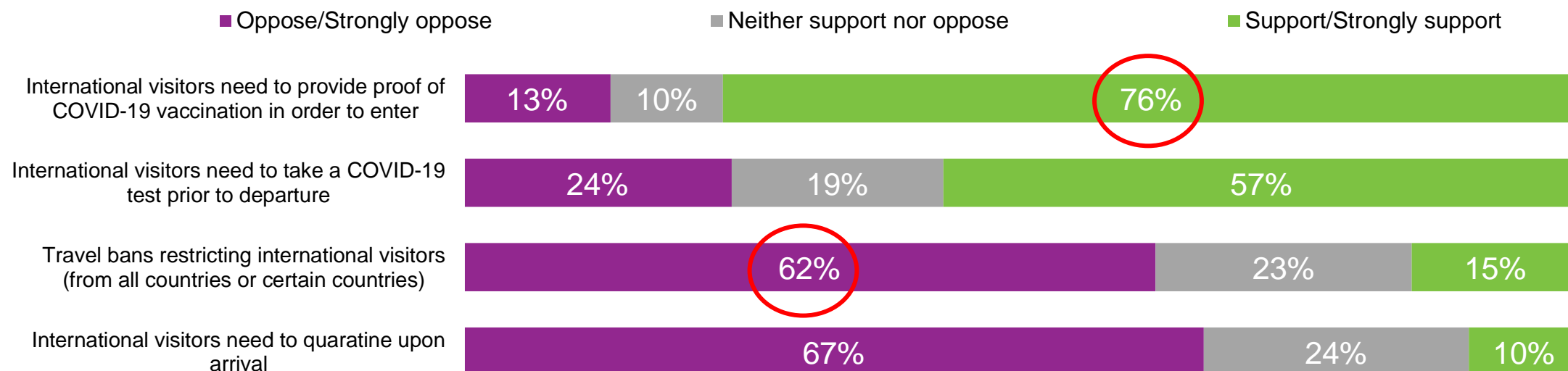
How much would you prefer to travel for business in the future?

■ Much less than I did before the pandemic ■ Somewhat less ■ The same amount ■ Somewhat more ■ Much more than I did before the pandemic ■ Not sure



# Support for vaccine requirements but opposition to travel bans for international visitors

How do respondents feel about different requirements for international visitors (non-citizens)?



# Navigating the Way Forward Together

---



## Takeaways from GBTA Conferences (Berlin, Mexico City)

- People are ready to come back to business travel and meetings – but it will be different, more purposeful
- Attendees were 100% engaged – eager to interact in person
- Sustainability preparedness is the #1 concern of buyers (and thus suppliers) in Europe
- Traveler experience as it relates to duty of care and well being are also important topics that drove a great deal of discussion





# How GBTA is fostering the return of global business travel

- Advocacy efforts to drive and accelerate recovery
  - Pushing for elimination of testing requirements for fully vaxxed [business] travelers (US, CA, EU)
  - Commenting/giving recommendations on the sustainability-related regulatory framework so it works for our industry (EU)
- GBTA events and conferences return to (re)connect our industry and serve members
  - Berlin, Mexico City recently completed; Toronto in May
- GBTA leaders on the road at local US chapter meetings since last summer
- Education to “train the trainers” on the steady return and what to be mindful of
- Ongoing research and pulse checks tracking recovery milestones





# Looking Ahead to



## 2022 Convention Main Stage themes



Sunday, August 14

Inspiration & Celebration, GBTA Awards



Monday, August 15

1. The War for Talent PLUS Future of Work: A CEO View from the Top
2. LUNCH: Business Transformation, State of the Industry



Tuesday, August 16

1. Sustainability
2. CLOSE: Future of Travel

# Convention 2022: we heard you

## *More of what matters on the Main Stage*

### Insightful industry leaders:

- Bob Jordan, CEO  
Southwest Airlines
- Chrissy Taylor, CEO  
Enterprise Holdings
- Dara Khosrowshahi, CEO  
Uber
- More to come...

### Inspiring feature presenters:

- Dewitt Jones  
National Geographic Photographer
- Seth Mattison  
Author, *The War at Work*
- Ryan Panchadsaram, Kleiner  
Perkins, Author, *Speed and Scale:  
An Action Plan for Solving our  
Climate Crisis*
- Vik Krishnan, Partner-Travel  
Industry, McKinsey Consulting

## *New in 2022*

- More ways to learn, engage, network,  
including new Sustainability Pavilion
- Sunday: WINiT Summit, Buyer  
Roundtables, Convention opener
- Tuesday:
  - Third ed session slot added
  - Walk-around Expo breakfast &  
lunch
  - Convention Closing Main Stage  
session after Expo
- Wednesday = Interactive Half Day on the  
Expo floor

## GBTA on the road and other dates to know

- GBTA Canada Conference 2022  
Toronto – May 2-3
- *NEW:* GBTA Project, Crew and Team Travel Summit  
Chicago – May 9-10
- GBTA Ladders Summit  
Nashville – May 15-18
- GBTA US Legislative Summit  
Washington DC – Jun 6-8
- WINiT by GBTA Gala  
New York City – Oct 27
- GBTA Europe Conference 2022  
Brussels – Nov 8-10 (*includes first day GBTA Sustainability Summit*)

... and  
many  
more!

**We are here for you.  
And because of you.**



Thank you!

#gbta #gbtaglobal #BusinessNeedsTravel