



# GBTA Annual Business Report | 2023 in Review

A Year of Connection, Engagement  
and Building for Our Future

June 26, 2024



Dear GBTA Members and Constituents:

In 2023, GBTA measured and helped to drive industry growth and thought leadership as we continued to focus on building the industry for a stronger future. We hosted in-person events in all regions around the globe, created new offerings, and advocated for our members' interests.

Financial stability and transparent governance was a priority, enabling us to deliver high-quality services which members appreciated. Our mission is to deliver exceptional value to our members, through community, learning and advocacy. We are grateful for your unwavering support, which has shaped GBTA's progress.

We are committed to serving you with excellence and appreciate your continued trust and partnership.

All the best,  
Mark



**Mark Cuschieri**  
*President, GBTA Board of Directors*



Dear GBTA Community:

The list of 2023's major achievements is long: continuing innovative and engaging in-person events and education throughout our major regions, advocating for government policies which support a sustainable and prosperous industry going forward, and creating new offerings which set us – and you – up for future success.

Without a doubt, 2023 was a year of sustainable progress for the Global Business Travel Association and our stakeholders – as well as for the industry itself.

We now look to the future rather than the past for what's next - and thank all of you for helping us to reach this point of achievement: our team, members, volunteers, sponsors and partners.

We trust that this positions the association membership and our industry for a bright and prosperous future. We couldn't do it without you.

Thank you,  
Suzanne



**Suzanne Neufang**  
*CEO, GBTA*

# Many Voices. One Purpose.

GBTA is the platform for all sides to come together to tackle the changes in business travel, bringing many perspectives together under one roof.

## Community

Strengthening the bonds that hold the business travel community together

## Learning

The forum for members to learn about what matters most to them

## Advocacy

Representing our members and advocating for our common interests



Global reach with members in

**70+**  
countries

**99,000+**

Members and constituents

Global business travel & meetings industry in 2023

**\$1.4** Trillion

# GBTA Board of Directors



**Mark Cuschieri**  
*President, GBTA*  
Executive Director  
Global Head of Travel  
UBS



**Rosemary Maloney**  
*Vice President, GBTA*  
Senior Manager, Global  
Travel, Expense, and Card  
Alteryx



**Kevin Sullivan**  
*Treasurer, GBTA*  
Managing Director of Sales  
(Global, National, Analytics,  
Customer Success)  
Southwest Business



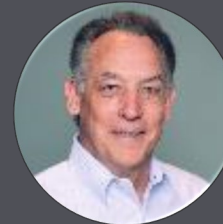
**Tammy Routh**  
*President, Allied Leadership  
Council, GBTA*  
Senior Vice President  
Global Sales Organization  
Marriott International



**Ronda Dean**  
*CPC President, GBTA*  
US Travel Manager  
F5, Inc.



**Jens Liltorp, CCTE**  
*Direct Seat, Regional Europe,  
GBTA*  
Manager, Global Travel and  
Meetings  
LEO Pharma



**Bruce McIndoe**  
*Allied Seat, At Large,  
GBTA*  
Founder and President,  
McIndoe Risk Advisory, LLC



**Alison Taylor**  
*Allied Seat, At Large, GBTA*



**Barbara Rose**  
*Direct Seat, At Large, GBTA*  
Americas Travel, M&E Lead  
EY



**Sue Spear**  
*Direct Seat, At Large, GBTA*  
Sr. Manager, Travel and Fleet  
Cengage Learning



**Mike Daly**  
*Allied Seat, At Large,  
GBTA*  
SVP  
Serko



**Carol Fergus**  
*Direct Seat, At Large, GBTA*  
Director, Global Travel Events  
and Ground Transportation  
Fidelity International



**Elizabeth (Liz) Oliveira, GTP**  
*Direct Seat, Regional  
Canada, GBTA*  
Global Travel Manager  
OMERS



**Peter Koh**  
*Ex-Officio Member,  
APAC, GBTA*  
Executive Director,  
Head of APAC Integrated  
Travel and Expense  
Goldman Sachs



**Felipe Cardona**  
*Ex-Officio Member,  
LATAM, GBTA*



**Suzanne Neufang**  
*CEO, GBTA*  
Ex-officio Member

# GBTA Annual Business Meeting | 2023 Report

2023 Association Financials

2023 GBTA By The Numbers

Key Highlights and Milestones

- GBTA Foundation Focus on People and Planet
- Connecting Across the GBTA Global Community
- Education and Research for What Professionals Need Most
- Promoting Business Travel Through Advocacy

What Ahead for 2024: Strategy, Events, Convention and More

GBTA Board of Directors Election Results



**Suzanne Neufang**  
Chief Executive Officer  
GBTA



**Mark Cuschieri**  
President  
GBTA Board of Directors



*Under the bylaws as a 501(c)6 non-profit organization, GBTA annually publishes its revenue and expense financials for the preceding fiscal year. Financials reflect Association audited figures only.*



# 2023 Association Financials and GBTA by the Numbers



# GBTA 2023 Financials

*Fiscal period 1/1/2023 -12/31/2023  
Financials reflect GBTA Association  
audited figures only (\$ USD)*



*The assets and liabilities of the Association as of the end of the 12-month fiscal period as of 12/31/23.*

Assets	\$17.6M
Liabilities	\$6.0M
<hr/>	
<b>Net Assets</b>	<b>\$11.6M</b>

*The principal changes in assets and liabilities, during said fiscal period.*

	<u>Dec 2022</u>	<u>Dec 2023</u>	<u>Change</u>
Assets	\$15.1M	\$17.6M	\$2.5M
Liabilities	\$ 6.5M	\$ 6.0M	-\$0.5M
<hr/>			
<b>Net Assets</b>	<b>\$ 8.6M</b>	<b>\$11.6M</b>	<b>\$3.0M</b>

*The revenue or receipts of the corporation during said fiscal period*

**\$20.2M**  
2023 Revenues

*The expenses or disbursements of the corporation during said fiscal period*

**\$18.3M**  
2023 Expenses

# GBTA By The Numbers in 2023

## SERVING OUR GLOBAL NETWORK

**8,269**

Global members

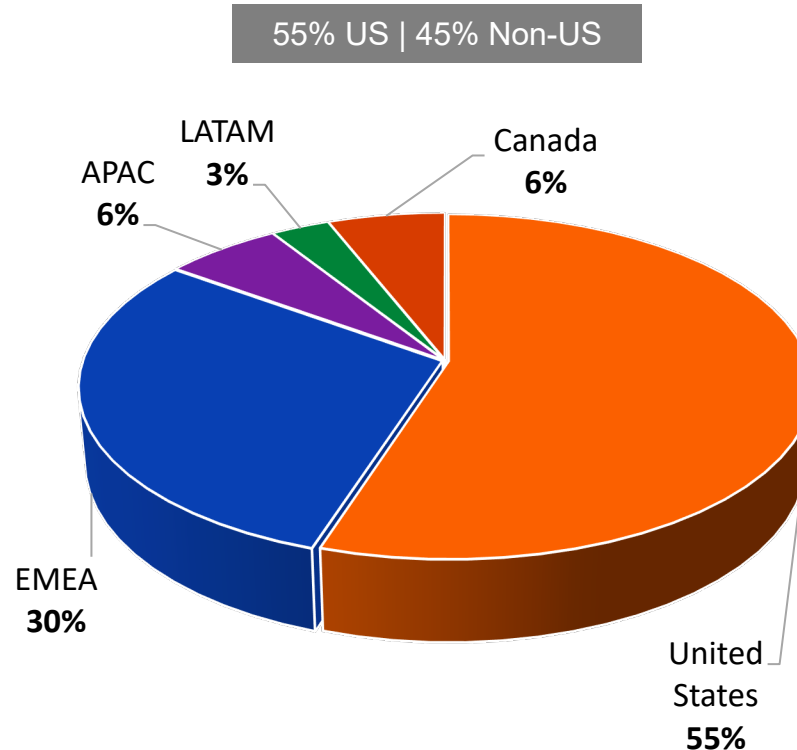
**36 / 64**

Split of Direct & Allied members

**70%**

Membership retention rate

## MEMBERSHIP BREAKDOWN BY REGION IN 2023



## FOSTERING EDUCATION & INSIGHTS

**430+**

Hours of learning delivered in 2023

**26,400+**

Learning touchpoints with global industry professionals

**64,000+**

Actions taken in the members-only GBTA Hub



SPOTLIGHT 2023

# GBTA Milestones and Achievements



# GBTA Foundation Focus on People and Planet...

- Thought leadership reports: “**Managing Emissions** from Business Travel Programs” and “The **State of Climate Action** in Business Travel”
- New GBTA Academy **Sustainable Travel Management** Course
- **Sustainability Summit** in Washington, D.C., to advocate for climate action in business travel
- Industry alignment for the 2024 launch of **Sustainable Procurement Standards**
- Official **Observer Status** with the United Nations Framework Convention on Climate Change and representation at **COP28**
- GBTA WINiT **1:1 mentoring program** grows to 150+ mentors and mentees from 12 countries and 108 companies
- GBTA Ladders **team-based mentorship** expansion to 170+ participants from 16 countries

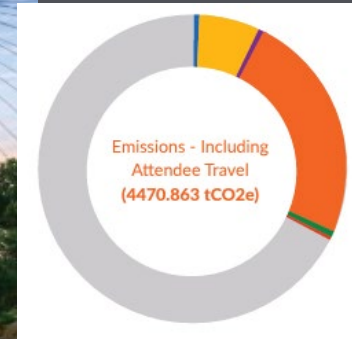


[www.gbtafoundation.org](http://www.gbtafoundation.org)



## ... And Cultivating Ongoing People and Planet Initiatives throughout the Association

- Continued **mentorship** of two related global **association committees**: Sustainability and Inclusion (formerly DEI)
- **Integrated sustainable practices** into GBTA's operations, including efforts to reduce GBTA's main source of carbon emissions, **meetings and events**
  - Developed GBTA **Greening Events Playbook** for operations teams
  - **Emissions tracking and reporting** of 2023 Convention & Europe Conference, with **offsetting** of direct emissions
  - Convention 2023: **free shuttle service** saved 142kgCO<sub>2</sub>e for every 100 attendees; majority of **meals vegetarian** saving 30.86tCO<sub>2</sub>e
- **Accessibility and inclusivity** at Convention 2023 and year-round



Creating change starts with us and our own work



# Thank you to our 2023 GBTA Foundation Board of Directors

“I’m pleased by the initial progress made by the GBTA Foundation in 2023. As we move into our second year, the industry is faced with both challenges and opportunities. If global business travel is to continue being a force for good in the world, we must embrace the future together.”

**Paul Abbott**  
CEO, American Express Global Business Travel  
Chair; GBTA Foundation Board of Directors



**Paul Abbott, Chair**  
Chief Executive Officer,  
American Express Global  
Business Travel



**Leslie Andrews**  
Global Category Leader  
– Travel,  
JLL



**Liz Bowyer**  
Executive Vice President,  
Corporate Affairs,  
Hertz



**Mark Cuschieri**  
President,  
GBTA Board of Directors  
Head of Global Travel  
Management,  
UBS



**Scott Kirby**  
Chief Executive Officer,  
United Airlines



**Darragh Ormsby**  
Global Travel Manager,  
Google



**Tyronne Stoudemire**  
Senior Vice President  
of Diversity Equity &  
Inclusion,  
Hyatt



**Caroline Strachan**  
Chief Executive Officer,  
Festive Road



**Suzanne Neufang**  
Chief Executive Officer,  
GBTA



**Delphine Millot**  
Ex-Officio, MD,  
GBTA Foundation  
SVP for Sustainability,  
GBTA

# Connecting Across the GBTA Global Community

GBTA held **31 in-person events** and conferences in **5 regions** in 2023, connecting **face to face** with our industry, professionals and association community

A year of “**firsts**” for events included:

- **GBTA Convention** tailored to **three days**, with ROI emphasis on education, networking and Expo
- **GBTA Europe Conference** held in **Hamburg**, Germany
- **GBTA APAC Conference** in **Singapore** co-located with **Worldwide ERC**
- **Sustainability Summit** held in Washington D.C.





# Education and Research for What Professionals Need Most

## Professional Development Through Your Career Journey

- Impacted 468 **Learners** via **GBTA Academy**
- Granted 29 **Global Travel Professional (GTP) Certifications**
- **Global Leadership Professional (GLP) Program** with eCornell
- New checkpoint process for nearly 100 **Convention Education Sessions** to ensure optimal learning

## Ongoing Education Through Research and Insights

- Analysis from **4,700 global business travelers** in **30 countries** as part of the **GBTA Business Travel Index (BTI™)**
- Delivered actionable insights through 53 research **reports, industry outlook polls, webinars, podcasts** and **event surveys**



Visit the [GBTA Professional Development and Research](#) web pages for more information

# Promoting Business Travel's Impact through Advocacy

- Meetings with **500+ policy makers** and stakeholders in the US., Europe and Canada to advocate for GBTA's policy priority areas
  - Facilitate traveler mobility
  - Promote sustainable business travel
  - Modernize the travel distribution ecosystem
- **100+ issue papers, consultations and positions** in 2023
- Laying **foundations** in 2023 for key legislation passed into 2024
  - Supported **Omnibus Travel and Tourism Act** creating position of U.S. Assistant Secretary of Commerce of Travel and Tourism
  - Helped craft support for **passengers right** and **reimbursement of travelers** made through the method of payment
  - Supported increased government support for Sustainable Aviation Fuel (**SAF**) production
  - GBTA U.S. Legislative Summit efforts to Department of Homeland Security advocated for **pre-clearance at airports**





# GBTA Allied Leadership Council 2023-2024



**Tammy Routh**

President, Allied Leadership Council

Senior Vice President  
Global Sales Organization  
Marriott International



**Beth Kinerk**

Vice President, Allied Leadership Council

Senior Vice President  
Avis Budget Group, Inc.



**Reggie Aggarwal**

Founder & CEO  
Cvent



**Doreen Burse**

Senior Vice President  
United Airlines



**Lukasz Dabrowski**

SVP Global Supplier Relations  
HRS



**Alex Ferdinand**

Managing Director, Worldwide Sales  
BWH Hotel Group



**Christine Kerr**

Senior Vice President Global Clients  
Business Travel  
Accor



**Kevin Sullivan**

Managing Director of Sales (Global,  
National, Analytics, Customer Success)  
Southwest Airlines



**Robert McDowell**

Chief Commercial Officer  
Choice Hotels International



**Donald Moore**

Senior Vice President, Global Business Sales  
and International Tour



**Casey Rodriguez**

Senior Vice President  
Hertz



**Bob Somers**

Senior Vice President - Global Sales  
Delta Air Lines



**Josh Butler**

Head of Uber for Business - US & Canada  
Uber



**Mary Ellen Hess**

EVP Business Development & Marketing,  
North America  
Corporate Travel Management



**David Reimer**

EVP Global and Multinational Accounts  
American Express Global Business Travel  
(Amex GBT)



**Frank Passanante**

Senior Vice President & Global Head of  
Sales  
Hilton



**Jo-Anne Lloyd**

Head of Global Account Management and  
Consulting  
FCM



**Jorge Cruz**

Executive Vice President, Global Sales and  
Marketing  
BCD



**Edward Galvin**

Vice President & Head of North America B2B  
Commercial Payments Sales  
VISA



**Jason Toothman**

Chief Commercial Officer  
Travelport



**Nick Vournakis**

Executive Vice President and Chief Customer  
Officer  
CWT



**Rajiv Rajian**

Executive Vice President & Chief Commercial  
Officer, Americas  
Amadeus



**Mark Cuschieri**

President, GBTA  
Executive Director  
Global Head of Travel  
UBS

# A Look at What's Ahead for 2024 and Beyond







# 2024-2026 GBTA Objectives

## For the industry:

- Defining for the industry – and those on the outside – the **value and necessity** of proper “travel for work”
- Advocating for cross-industry **action and progress** on **sustainability** for People & Planet
- Creating momentum to get/keep business travel in its **strategic seat** around the corporate “table”
- Fostering **innovation and driving needed change** in the industry through our members
- Bringing **new talent** into our industry – and educating them on managed business travel practices

## For the association:

- Expanding **member and sponsor value** – growing our base of members/types and increasing their engagement
- Continuing **globalization focus**, both intra-region and cross-region
- Continuing to **invest in our team** and other resources to deliver on association and industry objectives



# GBTA Convention 2024, July 22-24

Georgia World Conference Center, Atlanta, GA

## What to Expect

- 10 hours of Expo time for connecting and doing business
- 80+ Education Sessions to supercharge professional growth and focus on hot topics including AI, NDC, sustainability and risk management
- Three business insight-empowering Main Stage sessions and two sit-down lunches

## What's New

- Three days with a Monday official start to maximize attendee ROI
- Expanded Connect First program and GBTA Zone for learning about member benefits and offerings
- Broadcast Studio in Expo and more Pavilions: Innovation, Destination, Independent & Lifestyle Hotel, Exhibitors - and the Sustainability Pavilion

<https://convention.gbta.org>



## July

---

- 20-21 GBTA Academy: GLP Capstone Kickoff – July 2025  
Atlanta, GA
- 20-21 GBTA Academy: Fundamentals of Strategic Meetings Management  
Atlanta, GA
- 20-21 GBTA Academy: Advanced Principles of Business Travel Management™
- 21 GBTA Academy: Sustainable Travel Management (Virtual)
- 22-24 **GBTA Annual Convention 2024**  
**Atlanta, GA**
- 25 **GBTA All Committee Summit 2024**  
**Atlanta, GA**

## August

---

- 14 GBTA LATAM Business Travel Forum  
Bogota, Colombia
- 20-21 GBTA Academy: Fundamentals of Strategic Meetings Management  
Atlanta, GA
- 20-21 GBTA Academy: Advanced Principles of Business Travel Management™
- 21 GBTA Academy: Sustainable Travel Management (Virtual)
- 27 GBTA LATAM Business Travel Forum  
Buenos Aires, Argentina

## September

---

- 5 GBTA Academy: Advanced Principles of Business Travel Management™ (Virtual) – EMEA/APAC
- 17 GBTA Canada Business Travel Forum – Vancouver
- 17 GBTA Academy: Certificate of Corporate Travel Execution Through December 2024 (Virtual)
- 18 GBTA France Carrefour Des Experts Travel & MICE  
Paris
- 19 GBTA Canada Business Travel Forum – Calgary
- 24 GBTA LATAM Business Travel Forum  
Sao Paulo, Brazil
- 30 GBTA Academy: Sustainable Travel Management (Virtual)

## October

---

- 1 GBTA Academy: Fundamentals of Business Travel Management™ (Virtual) – EMEA/APAC
- 3 GBTA Italy Conference 2024  
Milan, Italy
- 6 GBTA LATAM Business Travel Forum  
Mexico City, Mexico
- 22 GBTA Canada Business Travel Forum – Montreal
- 24 GBTA Canada Business Travel Forum – Toronto
- 24 **WINiT Summit/Gala**  
**New York City**

## November

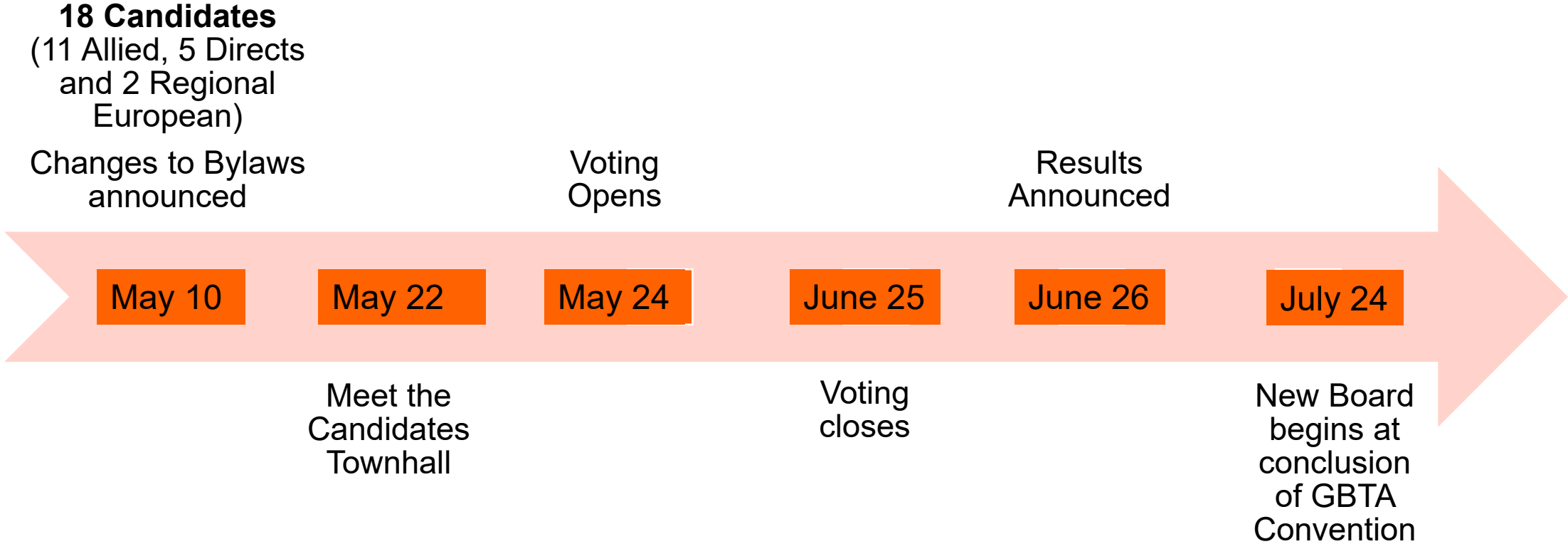
---

- 4 GBTA Sustainability Summit
- 5-6 **GBTA +VDR Conference 2024 in Partnership with the Nordic Business Travel Associations**  
**Copenhagen**
- 14 GBTA LATAM Business Travel Forum  
Lima, Peru
- 17 GBTA Canada Direct Talk (Virtual)
- 18 **GBTA Project, Crew and Team Travel Summit**  
**Houston, Texas**

# GBTA Board of Directors 2024 Election Results



# Timeline: GBTA Board of Elections 2024



# 2024 GBTA Bylaw Change

## Proposal Results

“Do you support expanding the composition of the GBTA Board by two voting Direct / Buyer seats by adding a LATAM Regional and an APAC Regional seat?”

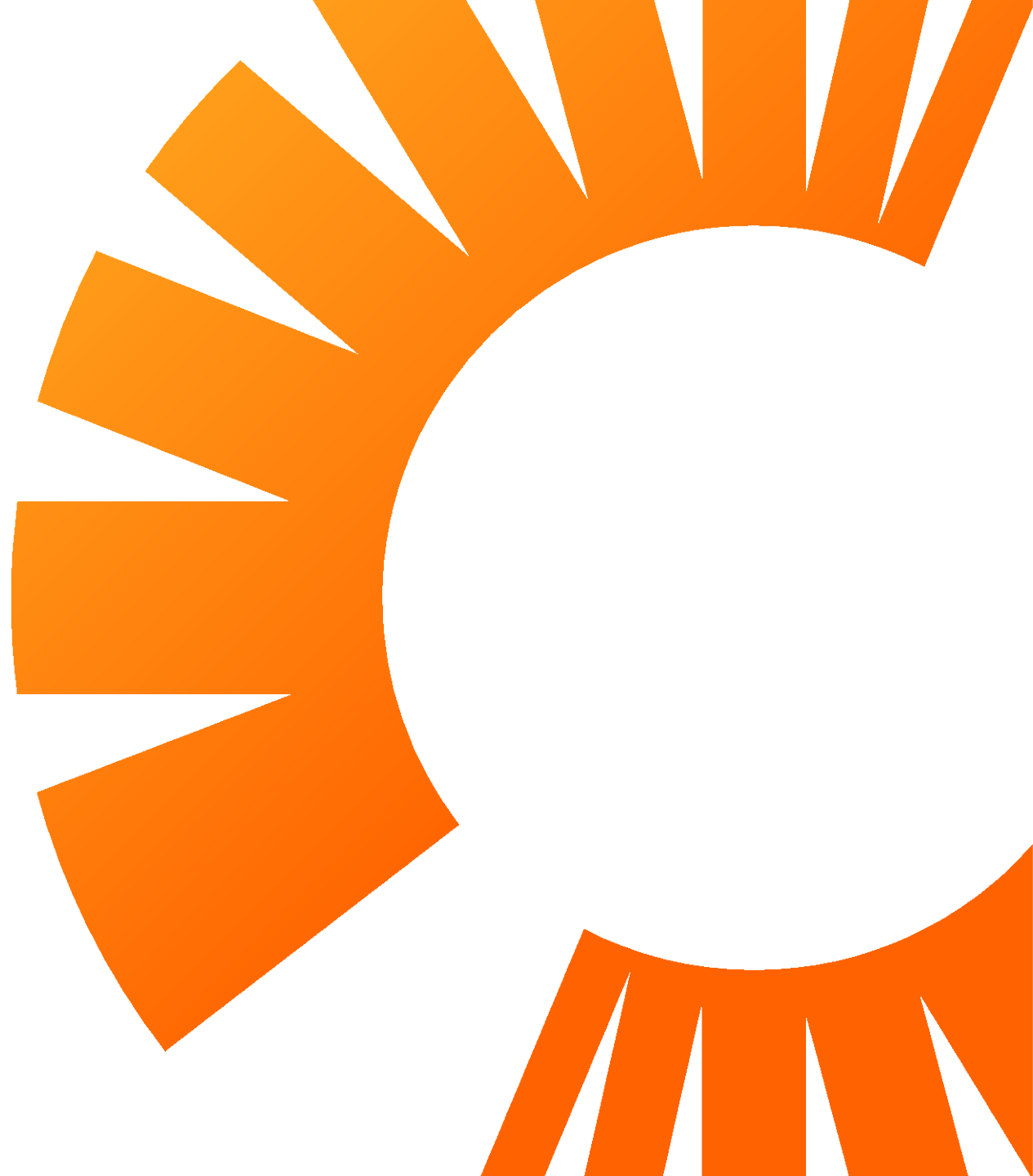


**APPROVED**

GBTA members were asked to vote on creating two permanent voting member Board seats, one each for the Asia Pacific and Latin America regions which required making a change to the current GBTA bylaws.



# Director-at-Large (Direct Member)



# Carlos Almendros

Global Travel, Meetings & Card Leader,

*Cisco*



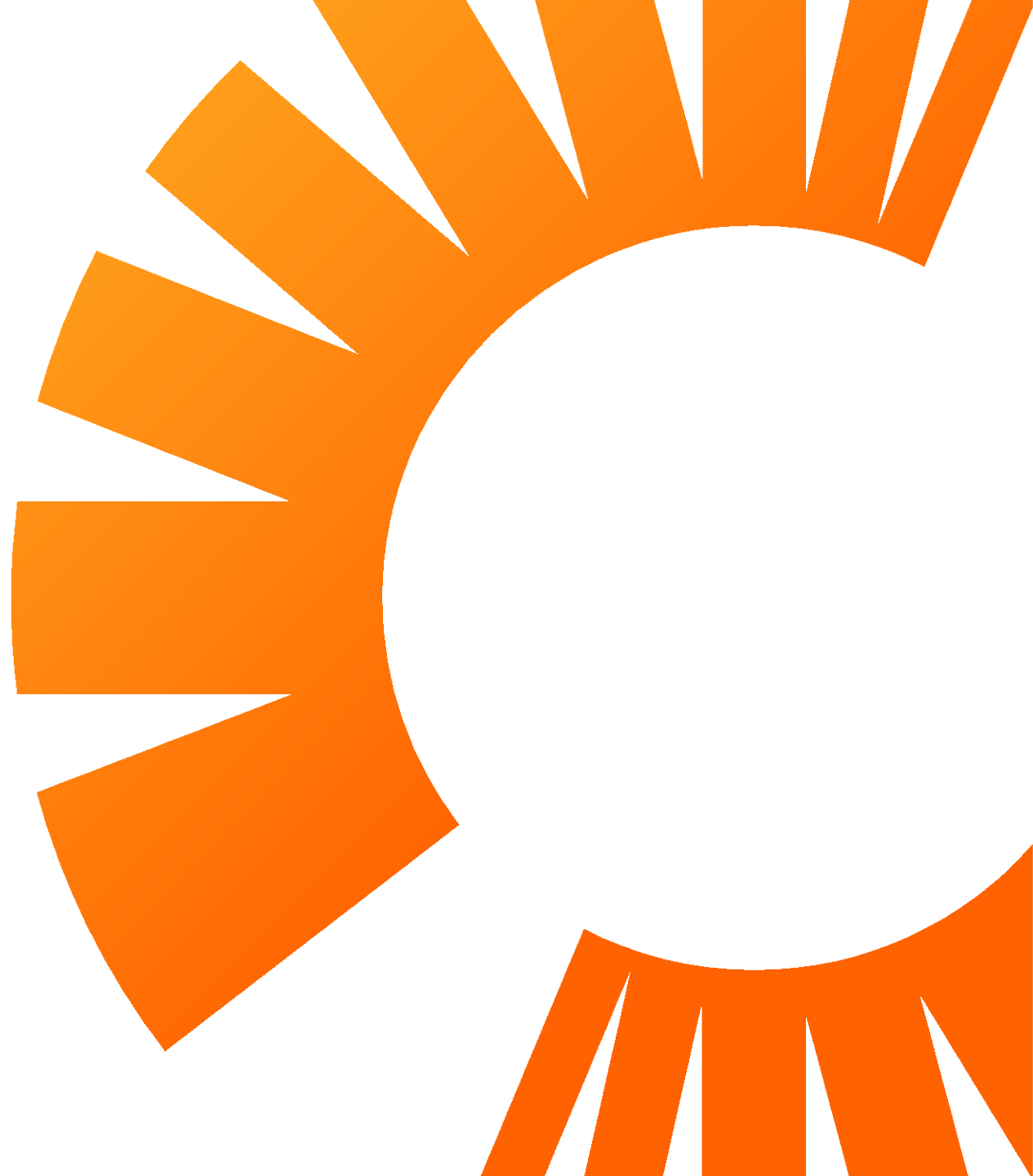
# Paulina Möller

Travel Leader,

*IKEA (Ingka Group)*



# Regional Director – European (Direct Member)





# Ben Park

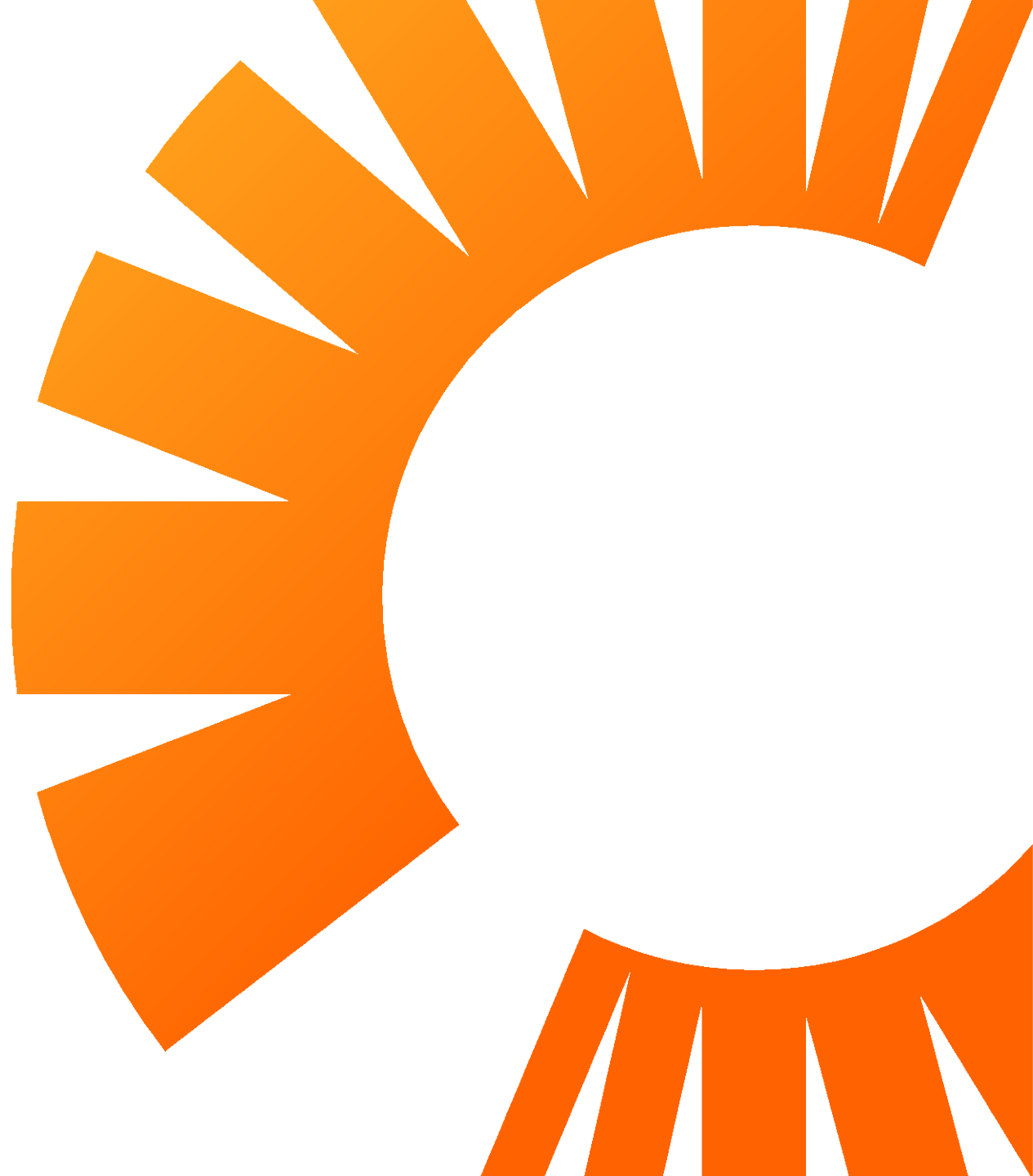
Executive Director Travel & Sustainability,

*Parexel*





# Director-at-Large (Allied Member)



# Katharine Farrell

Manager, Sales Marketing Digital Comms,

*Delta Air Lines*



# Kevin Sullivan

Managing Director, Sales,

*Southwest Airlines*





# Katie Virtue

Head of Sales & Marketing,

*Festive Road*



# 2024 Newly Elected GBTA Board Members



**Carlos Almendros**

Director-At-Large,  
Direct Member



**Paulina Möller**

Director-At-Large,  
Direct Member



**Ben Park**

Regional Director,  
European  
Direct Member



**Katharine Farrell**

Director- At- Large,  
Allied Member



**Kevin Sullivan**

Director- At- Large,  
Allied Member



**Katie Virtue**

Director- At- Large,  
Allied Member



# Many Voices. One Purpose.

To download a copy of this 2023 GBTA Annual Business Review, visit [gbta.org/about](https://gbta.org/about)

