



GBTA Global Business
Travel Association

GBTA Annual Business Report | 2024 in Review

A Pivotal Year for Milestones, Progress
and Shaping Our Future

July 9, 2025



FOREWORD FROM GBTA LEADERSHIP

As we reflect on 2024, we acknowledge the milestones, the progress, and the people who helped shape it as a pivotal year for GBTA and the global business travel community.

In 2024, GBTA continued to lead with purpose—measuring the pulse of the industry, advancing thought leadership and championing the needs of our members. We expanded our global reach with impactful in-person events, launched innovative programs and learning, and strengthened our advocacy efforts.

Our mission continues to remain clear: to deliver exceptional value through community, learning, and advocacy. From our members to our volunteer leaders, our strength comes from the people who power it.

Your engagement has made a lasting impact. Thank you all for being part of this journey.

All the best,
Mark



Mark Cuschieri
President, GBTA Board of Directors



At GBTA, we are dedicated to fostering a vibrant global community, delivering impactful learning opportunities and serving as the “voice” of business travel worldwide.

In 2024, we brought this to life through uniting professionals at in-person events, launching new programs and resources, and championing our members’ interests with policymakers. We led with insight, providing vital research and advancing thought leadership to shape a resilient, forward-looking industry.

As always, financial accountability and transparent governance guided our work, helping us earn and maintain the trust of our members and partners.

We are grateful for your continued support that keeps GBTA moving forward—innovating, evolving and achieving together.

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 2024

\$1.48 Trillion

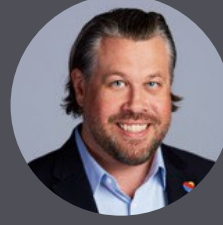
GBTA Board of Directors 2024 - 2025



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



Rosemary Maloney
Vice President, GBTA
Senior Director, Corporate
Travel
The Freeman Company



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
Marriott International



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



Mike Daly
Allied Seat, At Large,
SVP
Serko



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



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



Carlos Almendros
Direct Seat, At Large, GBTA
Director Strategic Sourcing
Travel, Card & Marketing
Cisco Systems



Paulina Möller
Direct Seat, At Large, GBTA
Global Travel Leader
Ingka Group (IKEA)



Ben Park
Direct Seat, Regional Europe,
GBTA
Executive Director Travel &
Sustainability
Parexel



Katharine Farrell
Allied Seat, At Large, GBTA
Head of Managed Travel
Marketing
Serko



Katie Virtue
Allied Seat, At Large, GBTA
Head of Sales and Marketing
Festive Road



Peter Koh
Ex-Officio Member,
APAC, GBTA



Felipe Cardona
Ex-Officio Member,
LATAM, GBTA



Suzanne Neufang
CEO, GBTA
Ex-officio Member

GBTA Annual Business Meeting | 2024 Report

2024 Association Financials

2024 GBTA By The Numbers

Key Milestones and Spotlights

- Connecting the GBTA Community Worldwide
- Education and Research Empowering Strategies and Careers
- Advocating for Business Travel and its Impact
- GBTA Foundation: People First, Planet Always

Still Ahead for 2025: Convention, Events and More

GBTA Board of Directors Election Results



Suzanne Neufang
Chief Executive Officer
GBTA

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.

2024 Association Financials and GBTA by the Numbers



GBTA 2024 Financials

Fiscal period 1/1/2024 - 12/31/2024
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 12/31/24.

Assets	\$19.4M
Liabilities	\$ 5.2M
<hr/>	
Net Assets	\$14.2M

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

	<u>Dec 2023</u>	<u>Dec 2024</u>	<u>Change</u>
Assets	\$17.6M	\$19.4M	\$1.7M
Liabilities	\$ 6.0M	\$ 5.2M	-\$0.9M
<hr/>			
Net Assets	\$11.6M	\$14.2M	\$2.6M

The revenue or receipts of the corporation, both restricted and unrestricted to particular purposes, during said fiscal period

\$22.5M
2024 Revenues

The expenses or disbursements of the corporation, for both general or restricted purposes, during said fiscal period

\$21.3M
2024 Expenses

GBTA By The Numbers in 2024

SERVING OUR GLOBAL NETWORK



7.8%

8,915

Global members

42% / 58%

Split of Direct
& Allied members

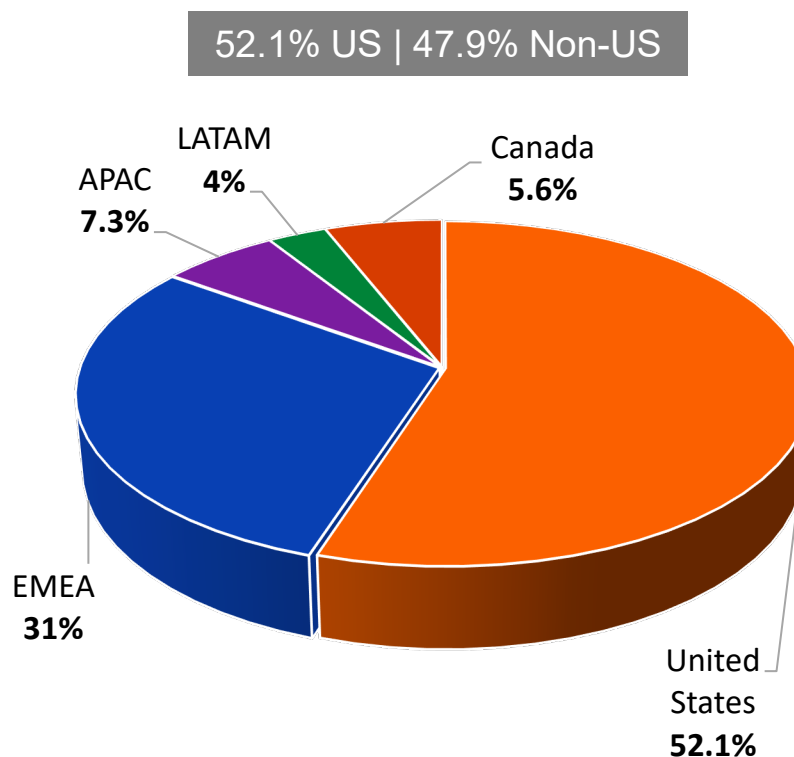


6.1%

74.3%

Membership
retention rate

MEMBERSHIP BREAKDOWN BY REGION IN 2024



FOSTERING EDUCATION & INSIGHTS

529+

Hours of learning
delivered in 2024



23%

24,740+

Learning touchpoints with
global industry professionals

42,060+

Actions taken in the
members-only GBTA Hub

2024 HIGHLIGHTS

GBTA Key Milestones and Spotlights

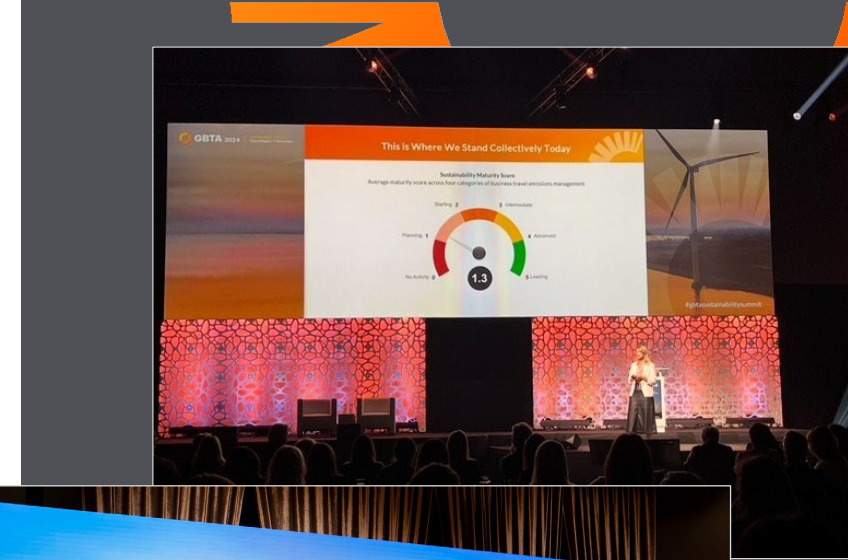


Connecting the GBTA Community Worldwide

GBTA hosted **46 in-person events** and conferences in 2024, bringing **12,000 people** together across **5 regions**.

A year of noteworthy milestones included:

- **Sustainability Summit** in Copenhagen with 800+ attendees
- New **Business Travel Forums** in Canada and LATAM
- Expanded **global footprint**, new GBTA leaders, Advisory members and Committees in APAC + Europe
- GBTA U.S. **Chapters** added in Nevada and South Carolina
- **Supplier Marketplace** was launched in the GBTA Hub



Education and Research Empowering Strategies & Careers

Industry-Exclusive Research and Insights

- 16th **GBTA Business Travel Index (BTI™)** forecast, 72 countries, 44 industries; insights from 4,100 global business travelers
- **GBTA U.S. Economic Impact Study** quantifying the value of business travel
- **30+ research reports**, polls, webinars, podcasts, education sessions and event surveys

Career-Long Learning and Professional Development

- Over 600 benefitted from the **GBTA Academy** and/or got certified as **Global Travel Professionals (GTP)**
- Launched **Fundamentals of Business Travel Management** course in APAC, piloted University program in Belgium
- 86 Convention **Education Sessions** offering unmatched learning for 5,400 attendees. We scored record high satisfaction!



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

Advocating for Business Travel and its Impact

Shaping Policy in a Critical Election Year

- EU and U.S. **policy priorities** for 2024–2025, aligning advocacy with key legislative and election-year agendas
- U.S. **FAA Reauthorization**; spotlighted **visa backlog** and **TSA funding** issues
- EU efforts on **passenger rights** and **emissions measurement** standards

Driving Engagement with Policymakers

- 200 **meetings** across the U.S. and EU, including 90 GBTA members at the **Legislative Summit**
- **SAF Coalition** partnership to advocate for sustainable aviation fuel tax credits

Keeping Members Informed and Active

- Webinars on **election outcomes** and **policy changes** with 450+ participants
- 24 **advocacy newsletters** published reaching 10,000+ industry professionals



www.gbta.org/news-advocacy/advocacy/



GBTA Foundation: People First, Planet Always

PEOPLE | Shape future leaders, opportunities for all

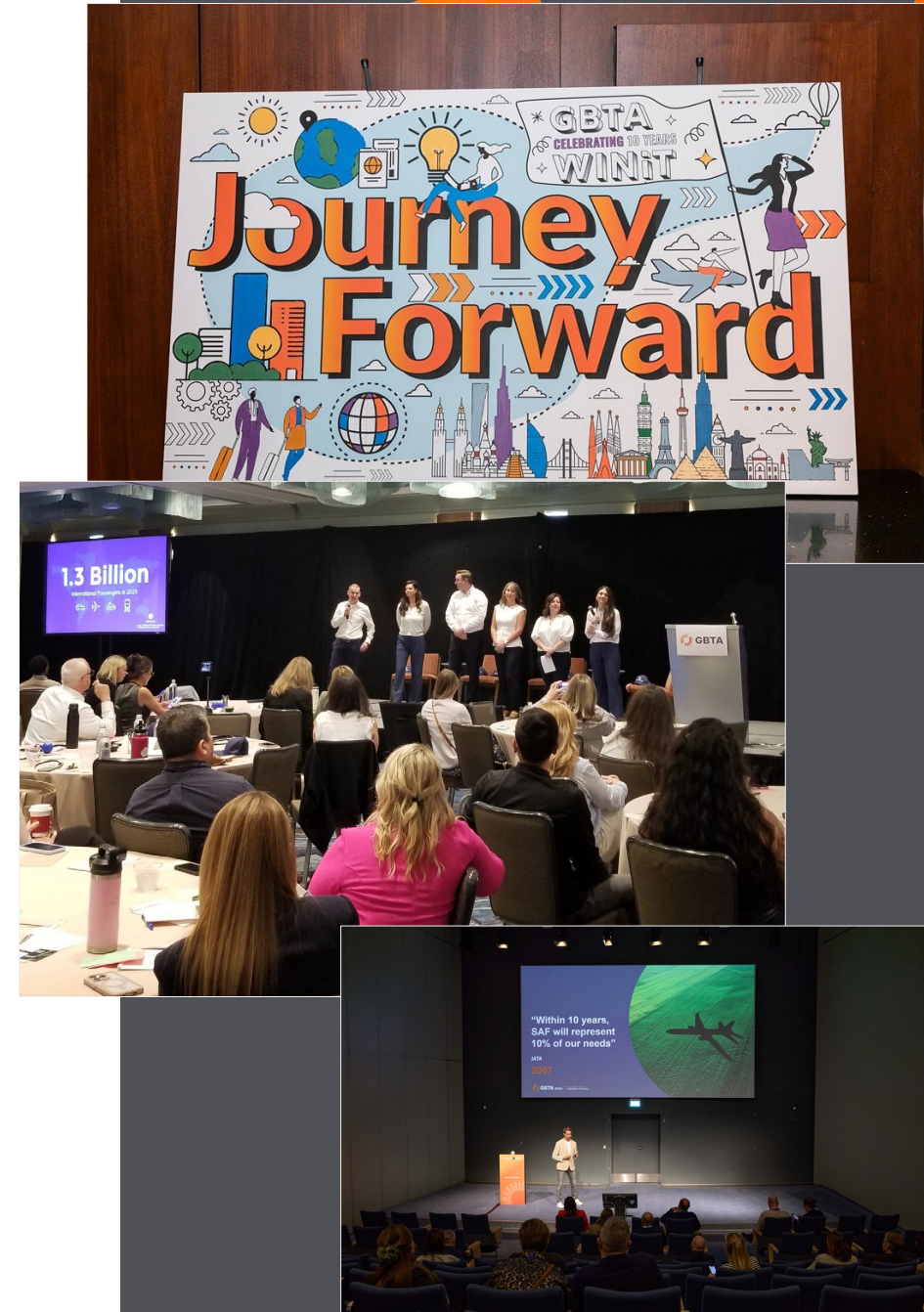
- **WINiT Path to Parity** initiative towards 50/50 goal for women in leadership by 2035; “Women Shaping Business Travel” [survey](#)
- **Accessibility Toolkit** with concrete call to actions for the industry
- **GBTA Ladders** 175+ mentors and mentees from 16 countries

PLANET | Drive demand for sustainable business travel

- **Global Sustainable Procurement Standards** for air, ground and accommodation to promote consistent supplier evaluation criteria; 1,000+ downloads
- 240+ companies representing a cumulated travel spend of \$14 billion USD annually joined the **GBTA Acceleration Challenge**, to benchmark their maturity and progress on sustainability
- 800+ attendees at the 3rd annual **Sustainability Summit** in Copenhagen



www.gbtafoundation.org



Thank you to our 2024 GBTA Foundation Board of Directors

Our mission: to serve as a catalyst for positive change for individuals and organizations who connect the world through business travel. Our programs **inspire and enable** the business travel ecosystem to lead with purpose, while providing the platform, resources, and tools necessary to **build a resilient future** for both People and Planet.



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



Leslie Andrews
Global Category
Leader – Travel,
JLL



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



Beth Kinerk
Senior Vice President
of Global Sales,
Avis Budget Group, Inc.



Scott Kirby
Chief Executive Officer,
United Airlines



Katharina Navarro
Global Director Travel
& Mobility,
Capgemini



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

Making GBTA More Sustainable

Greener GBTA Travel:

- Choose direct flights and those with lowest reported emissions when available
- Requiring train travel for trips that are less than 6 hours
- Opting for electric or hybrid rental cars and rideshare options

Greener GBTA Events:

- Net Zero Carbon Events (NZCE), worldwide events industry initiative to address climate change
- Providing and encouraging greener transportation (i.e., walking, shuttles, trains, EVs, etc.)
- Facilitating recycling, composting and donations



GBTA Allied Leadership Council 2024 - 2025



Tammy Routh
President,
Allied Leadership Council
Senior Vice President
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



Christine Kerr
Senior Vice President
Global Clients, Business
Travel
Accor



Mary Ellen Hess
EVP Business Development &
Marketing, North America
Corporate Travel
Management



Kevin Sullivan
Managing Director of Sales
Southwest Business



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



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



Jorge Cruz
Executive Vice President,
Global Sales and
Marketing
BCD



Jason Toothman
Chief Commercial
Officer
Travelport



Lukasz Dabrowski
SVP Global Supplier
Relations
HRS



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



Frank Passanante
Senior Vice President &
Global Head of Sales
Hilton



Mike Guadagnoli
VP of Business Rental Sales,
and Global Operations
Enterprise Mobility



Jo-Anne Lloyd
Head of Global Account
Management and
Consulting
FCM



Nick Vournakis
Executive Vice President
and Chief Customer
Officer
CWT



Wendy Ferrill
Vice President of
Worldwide Sales
BWH Hotels



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

A Look at What's Ahead for 2025 and Beyond





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

2024-2026 GBTA Objectives

GBTA Convention 2025, July 21-23

Colorado Convention Center, Denver, Colorado

What to Expect

- 10 hours of Expo time across 3 days with over 360 companies exhibiting
- 3 Main Stage sessions held at the state-of-the-art Bellco Theater, followed by networking lunches near Expo
- 98 Education Sessions in 16 education tracks

New & Noteworthy

- Buyer Buzz and Braindates give buyers the room(s) to themselves
- Expo opens Convention, including new/expanded pavilions
- Welcome Reception in the Convention Center's new Bluebird Ballroom with beautiful views of Denver
- New Education tracks: AI, Future of the Workforce



<https://convention.gbta.org>



Canada

Sep/Dec	GBTA Canada Direct Talk Buyer Only Session	Nov 18	GBTA Canada Business Travel Forums - Montreal
		Nov 20	GBTA Canada Business Travel Forums - Toronto
Oct 28	GBTA Canada Business Travel Forums - Calgary	Oct TBD	GBTA Canada Buyer Only Exchange

United States

Jul 19-20	Advanced Principles of Business Travel Management Denver, In-Person at Convention	Sep	Fundamentals of Business Travel Management (Americas Market)
Jul 21-23	GBTA Convention 2025 Denver, CO	Nov 13-14	GBTA Workplace Mobility and Travel Summit Phoenix, AZ
Jul 24	GBTA All Committee Summit Denver, CO	TBD	Sponsors and Partners Summit
		TBD	Global Leadership Professional Program with eCornell

Latin America

Sep 24- 25	GBTA LATAM Conference Mexico City, Mexico	TBD	Fundamentals of Business Travel Management In-Person, LATAM Market
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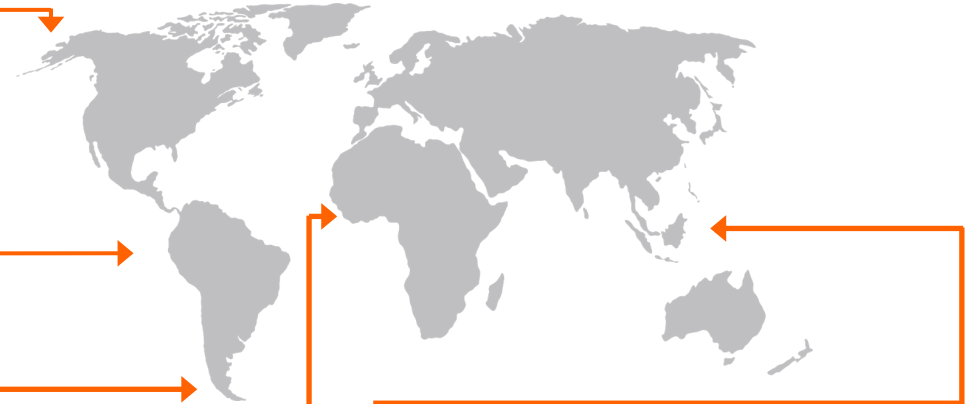
Europe

Oct 2	GBTA Italy Conference Milan
Nov 10-12	GBTA Europe Conference Hamburg
TBD	Advanced Principles of Business Travel Management (EMEA Market)

Asia-Pacific

Jul 31	GBTA APAC Business Travel Forum - Melbourne, AU
Aug 27	APAC Risk Committee Webinar Travel Risk Management 101 (Part 2)
Aug 28	GBTA APAC Business Travel Forum – Auckland, NZ
Sep 19	Meetings & Event Committee Webinar, APAC
Sep/Oct	Fundamentals of Business Travel Management (APAC Market)
Nov 21	GBTA APAC Summit – New Delhi, IDN
Nov 25-26	Festival of Aviation & Australia Corporate Travel Summit, Sydney
TBD	GBTA APAC Webinar Travel Risk Management 101 (Part 2)
TBD	GBTA APAC - Singapore Business Travel Forum

<https://www.gbta.org/upcoming-events/>





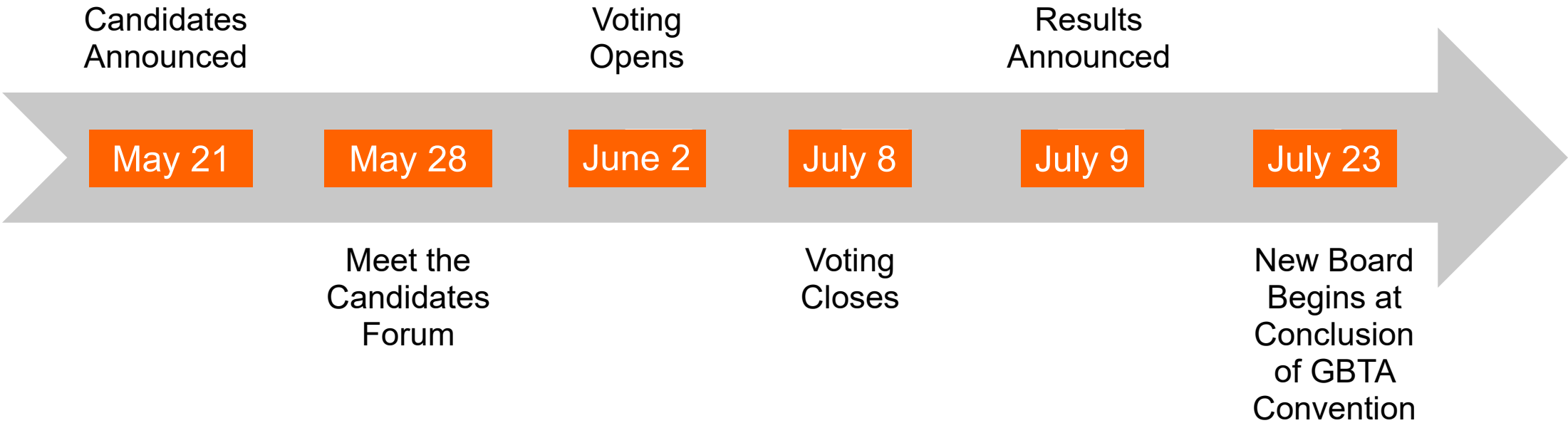
GBTA Global Business
Travel Association

Many Voices. One Purpose.

GBTA Board of Directors 2025 Election Results



Timeline: GBTA Board of Elections 2025



President (Direct Member)

Rosemary Maloney

Senior Director, Corporate Travel
Freeman



Vice President (Direct Member)

Alison Rogan

Head of Travel, Events and Expense Management
HSBC



Director-at-Large (Direct Member)

Christina Reichelt

Senior Manager, Global Travel Procurement
Regeneron



Regional Director – APAC (Direct Member)

Amarnath Lal Das

India Travel Lead and Global Crisis and Compliance
Accenture Solutions PVT. LTD



Regional Director – Canada (Direct Member)

Elizabeth (Liz) Oliveira

Global Travel Manager
OMERS



Regional Director – LATAM (Direct Member)

Joyce Negrelli Carrieri Macieri

Global Travel Manager;
Minerva Foods



Director-at-Large (Allied Member)

Laura Choules

Senior Director Global Sales, EMEA
Global Hotel Alliance



Lindsay Straub

Global Head of Sales
FCM Travel



2025 Elected GBTA Board Members



**Rosemary
Maloney**

President



**Alison
Rogan**

Vice President



**Christina
Reichelt**

Director At Large
Direct Member



**Elizabeth
(Liz) Oliveira**

Regional
Director, Canada



**Amarnath
Lal Das**

Regional
Director, APAC



**Joyce
Macieri**

Regional
Director, LATAM



**Laura
Choules**

Director At Large
Allied Member



**Lindsay
Straub**

Director At Large
Allied Member

President Chapter Presidents Council (CPC)

Michelle Amos

Travel & Expense, Meetings & Events Manager
Qualtrics



President Allied Leadership Council (ALC)

Edward Galvin

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



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Senior Director,
Corporate Travel
The Freeman Company



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Vice President, GBTA

Head of Travel, Events and
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HSBC



Kevin Sullivan
Treasurer, GBTA

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



Edward Galvin
*President, Allied Leadership
Council, GBTA*

Vice President & Head of
North America B2B
Commercial Payment Sales
Visa



Michelle Amos
CPC President, GBTA

Travel & Expense, Meetings
& Events Manager
Qualtrics



Carlos Almendros
*Direct Seat,
At Large, GBTA*

Director Strategic Sourcing
Travel, Card & Marketing
Cisco Systems



Christina Reichelt

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At Large, GBTA*
Senior Manager, Global Travel
Procurement
Regeneron



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GBTA*

Executive Director
Travel & Sustainability
Parexel



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Canada, GBTA*

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*Ex-Officio Member
CEO, GBTA*



Many Voices. One Purpose.

To Shape the Future of Business Travel.

To download a copy of this 2024 GBTA Annual Business Review,
visit gbta.org/about

