



GBTA Global Business
Travel Association

GBTA Annual Business Meeting 2025 in Review

A Year of Investment in Our Collective Future

July 8, 2026



Foreword from GBTA Leadership

Looking back on 2025, it stands out as a defining year for GBTA and the broader global business travel community—shaped not just by achievements, but by the collective energy and commitment of those driving it forward.

Over the past year, GBTA continued to play a central role in the industry's evolution—offering insight into key trends, elevating critical conversations and advocating on behalf of our members worldwide. We brought the community together through dynamic in-person experiences, introduced new approaches to learning and innovation, and strengthened our voice on issues that matter most.

At the core of everything we do is delivering value through connection, education and advocacy. That impact is made possible by an engaged global network of members and volunteer leaders who bring our mission to life every day. Thank you for your continued involvement and commitment.

All the best,
Rosemary

Rosemary Maloney
President, GBTA Board of Directors



At GBTA, we are committed to building a strong and connected global community, delivering meaningful learning experiences and representing the voice of business travel around the world.

In 2025, we brought that commitment to life by convening professionals through impactful in-person events, introducing new programs and resources, and actively advocating for our members with key policymakers. We guided the industry with insight—providing essential research and elevating thought leadership to support a more resilient and future-ready sector.

Strong financial stewardship and transparent governance remained central to our approach, reinforcing the trust placed in us by our members and partners.

We appreciate your ongoing support, which enables GBTA to continue advancing, innovating and delivering value for the global business travel community.

Thank you,
Suzanne

Suzanne Neufang
CEO, GBTA



GBTA Annual Business Meeting | 2025 Review

Reflecting on a Year of Investment

Rosemary Maloney
President
GBTA Board of Directors



GBTA Board of Directors 2025 - 2026



Rosemary Maloney
President, GBTA

Senior Director,
Corporate Travel
The Freeman Company



Alison Rogan
Vice President, GBTA

Head of Travel, Events and
Expense Management
HSBC



Kevin Sullivan
Treasurer, GBTA

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Michelle Amos
CPC President, GBTA

Associate Director of
Travel, Expense and
Corporate Card
Qualtrics



Carlos Almendros
*Direct Seat,
At Large, GBTA*

Director Strategic Sourcing
Travel, Card & Marketing
Cisco Systems



Christina Reichelt

*Direct Seat,
At Large, GBTA*
Senior Manager, Global Travel
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Ben Park
*Direct Seat, Regional Europe,
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Executive Director
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Elizabeth (Liz) Oliveira
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Global Travel Manager
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Amarnath Lal Das
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India Travel Lead and Global
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Evan Koppel
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Katie Virtue
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Consultant
Temoji Consulting



Laura Choules
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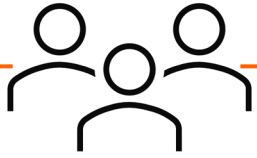
Lindsay Straub
*Allied Seat,
At Large, GBTA*

Global Head of Sales,
FCM Travel



Suzanne Neufang
Ex-Officio Member
CEO, GBTA

GBTA: Many Voices. One Purpose.



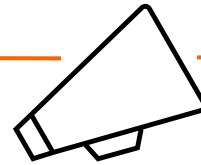
Community

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

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



GBTA advocates for its 9,000+ members worldwide and the

\$1.69 Trillion

USD*

**Global Business and Meetings
Industry**

**2026 business travel
spending forecast*

2025 GBTA Business Travel Index Report

GBTA Annual Business Meeting | 2025 Review

GBTA Top Priorities 2025-2026

2025 Association Financials & GBTA By The Numbers

2025 Key Milestones and Spotlights

- Community
 - Year of Growth in Asia Pacific & New Community+ Platform
- Learning
 - New Learning Platform & Research Insights
- Advocacy: Government, Innovation & Foundation

What's Ahead in 2026

GBTA Board of Directors Election Results



Suzanne Neufang
CEO, GBTA

2025 - 2026 GBTA Top Priorities

- Grow **strategic offerings** and expand international reach to drive greater impact and engagement
- Launch new **membership management** and **learning platforms**, and invest in new online community platform and website for better experience, productivity and reach
- Lead with **research and insights** to inform and educate our stakeholders
- Develop/maintain **industry partnerships** to strengthen our collective voice, effectiveness and value
- Drive **impact** with our **advocacy** and **Foundation** efforts to maximize collective benefit



2025 Association Financials and GBTA by the Numbers



GBTA 2025 Financials

Fiscal period 1/1/2025 - 12/31/2025 | 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 12/31/25.

Assets	\$23.6M
Liabilities	\$ 7.1M
<hr/>	
Net Assets	\$16.5M

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

	<u>Dec 2024</u>	<u>Dec 2025</u>	<u>Change</u>
Assets	\$19.4M	\$23.6M	\$4.2M
Liabilities	\$ 5.2M	\$ 7.1M	\$1.9M
<hr/>			
Net Assets	\$14.2M	\$16.5M	\$2.3M

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

\$23.9M
2025 Revenues

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

\$23.5M
2025 Expenses

GBTA 2025 By the Numbers

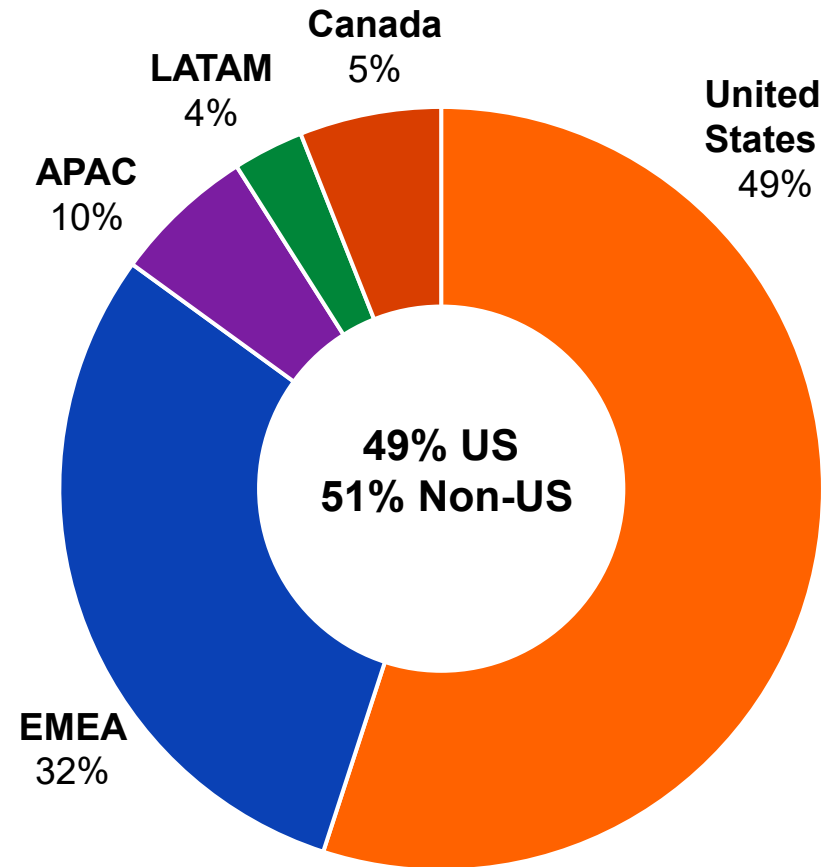
SERVING OUR GLOBAL NETWORK

↑ 6%
9,444
Global members across 73 countries

42% / 58%
Split of Direct & Allied members

70.6%
Global membership retention rate

MEMBERSHIP BREAKDOWN BY REGION IN 2025



FOSTERING EDUCATION & INSIGHTS

838
Hours of learning delivered in 2025
↑ 58%

22,357
Learning touchpoints with global industry professionals

72,375
Actions taken in the members-only GBTA Hub (now GBTA Community+)

2025 Key Milestones and Spotlights



The ROI of Community and Involvement

The value of connection....

- **42+ in-person events** held in **17 countries** representing **12,200+** registered attendees
 - GBTA Convention: nearly **5,400 attendees** from **52 countries**
- Enhancement and expansion of regional **Business Travel Forums (BTFs)** in Canada and LATAM; new BTFs launched in Australia, India
- A growing **global voice**: 45 GBTA Boards, Committees, Advisory Boards and Councils worldwide



Strategic Investment, Year of Growth: Asia Pacific

- Fastest growing region for GBTA
 - ~**600 members**, 54% YoY growth
 - 100+ active Board & Committee **volunteers**
- New **Advisory Boards** in **China** and **India**; **Japan** launched March 2026
- New GBTA **Country Managers** in India and Australia; growing our established team in **Singapore**
- First elected APAC **Regional GBTA Board** seat
- 2025 **APAC Conference**
 - 950 attendees, 32 countries
 - 268 corporate travel buyers
 - 50 exhibiting companies and sponsors



Digital Platform Investments: New Membership Profile Platform and Community+

Membership Profile Platform & Community+

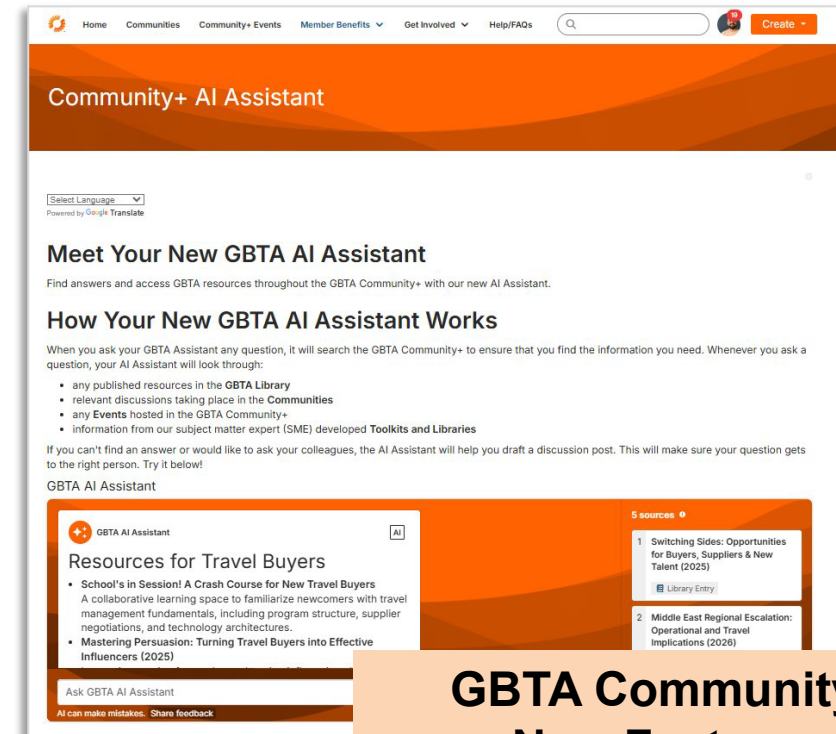
- Modernize core member profile platform
- More connected experience across membership, learning and community
- Easier access to resources and record of achievements

Progress and What's Next

- **2025:** Evaluated needs, reviewed/selected platform providers
- **Apr 2026:** Launched GBTA Community+ (replaced GBTA Hub)
- **Late 2026:** Launch new membership profile platform

What it Means for Members

- More seamless access
- Connected platforms to member profiles
- Stronger foundation for future member engagement



GBTA Community+ > New Features <

- Improved UI/UX
- Mobile responsive design
- Automatic video transcriptions
- Personalized newsfeed
- AI-Powered search engine

Digital Platform Investments: GBTA Learning

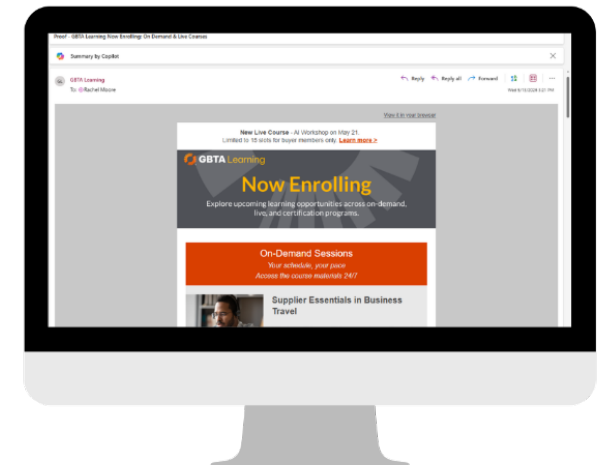
New Learning Management System (LMS): From concept to core platform driving member value

2025
Foundation &
Launch



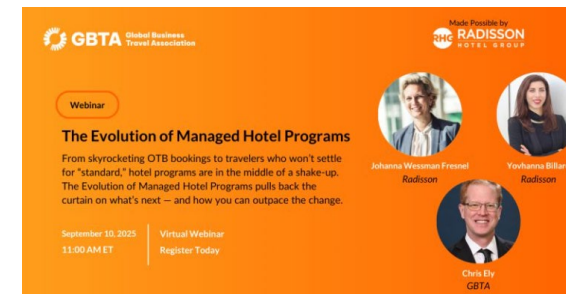
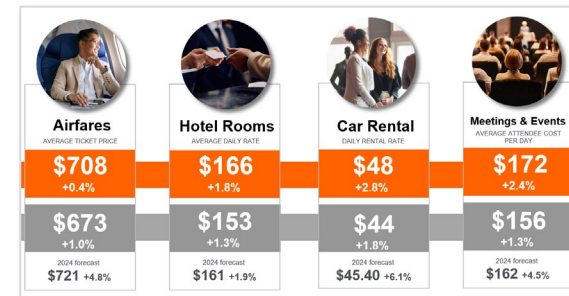
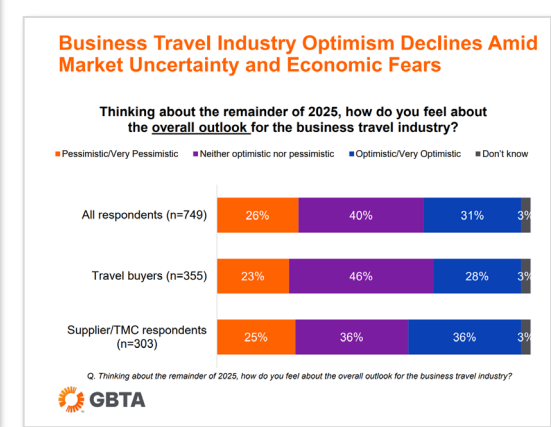
2026
Expansion &
Value Creation

- **Platform Integration:** LMS fully embedded within GBTA Learning, Community+
- **Content Growth:** Expansion of on-demand courses, learning modules and certifications underway
- **Member Experience:** Focus on modern user experience, personalization and scalable digital learning journeys
- **Operational Impact:** Automation and platform efficiencies



Research and Insights That Moves Us Forward

- **60+ research outputs** including reports, polls, webinars, podcasts, presentations, conference education sessions
- 17th **Business Travel Index** five-year forecast, 72 countries, 44 industries; 7,300+ business travelers
 - Other **flagship research**: Global Pricing Forecast
- **NEW**: ROI of Business Travel studies for the US and UK; first India-focused Business Travel & Payments study
- Regular industry **polling** on outlook, trends and government policy impact sentiment
- **Studies** included spending and pricing forecasts, hotels & meetings, top challenges for travel professionals; barriers to women's advancement in business travel
- GBTA Research made possible by strong **industry partner support**



Amplifying Our Voice, Influence Through Government Advocacy



Setting the Policy Agenda

- Global policy frameworks, including EU and U.S. policy roadmaps, strengthening alignment across regions
- Promote policies supporting efficient and safe border crossing, traveler mobility and industry resilience
- Issued 11 advocacy statements with a focus on the U.S. and EU



Driving Influence with Policymakers

- 200+ meetings with policymakers across the U.S. and Europe to share industry priorities
- Hosted our first EU Parliament event on business travel and sustainability
- Grassroot engagement by 150+ members/volunteers at U.S. Legislative Summit and EU advocacy engagements



Keeping Members Informed and Engaged

- Monthly global advocacy newsletters, along with webinars, podcasts and education sessions reaching 20,000+

Advancing Business Travel Through Government Advocacy

2025 Policy Wins in the U.S. and EU



Facilitate Traveler Mobility

- Secured funding for ~5,000 additional CBP officers in the U.S.
- Expanded biometric processing at U.S. borders
- Clarified EES and ETIAS rollout by European Union



Promote Resilient, Sustainable Travel

- Influenced U.S. and EU SAF incentives (€3 billion for e-SAF)
- Setting the stage for U.S. rail funding and EU High Speed Rail Development
- Obtained new standards for transport emissions (CountEmissionsEU)



Modernize Travel Distribution

- Backed major U.S. air traffic control modernization funding
- Enhanced system reliability and reduced delays in the U.S.
- Influenced upcoming EU Multimodal and Single Rail Ticketing Proposals



Advocating For Our Industry From Within

Grassroots Activity Develops the Industry

- **Innovation:** inaugural VentureConnect at Convention 2025, expanding to Europe and APAC Conferences, to give startups access to investors and buyer/ecosystem advisors
- **Career development:** platforms for members to upskill, find and grow their professional voice; the Foundation's NextGen initiative further expands this
- **Recognition:** along with GBTA's Member of the Month program, Gala and Convention-level awards, GBTA enables regular recognition opportunities through chapters, partner associations, committees and education sessions



Moving People and Planet Forward Through Business Travel

GBTA Foundation | Progress Through 2025

Human Capital

Building the Workforce of the Future

2,500 professionals mentored across 23 countries



70% of mentoring alumni advancing in their careers

175 Ladders mentors & mentees from 16 countries including 10 students



2 inaugural scholarship recipients

WINiT, Ladders, NextGen

Sustainable Progress

Turning Climate Ambition into Action

435 companies in the Acceleration Challenge representing \$35B/year in BT spend



1.4 industry Maturity Score out of 5

60% integrating sustainability in travel policies and procurement



corporates purchasing SAF to reduce emissions, further enabled by the launch of [SAF Corporate Connect](#).

Sustainability

Industry Alignment

Uniting the Ecosystem to Drive Impact

3 sets of [Sustainable Procurement Standards](#) guiding air, car, and hotel sustainability criteria in RFPs



Accessibility Toolkit available in 9 languages to guide the industry with actionable standards

Accessibility, Sustainability

\$6M+

with support from 66 corporate partners

200+

leaders steering our programs

2025 GBTA Foundation Board of Directors



Paul Abbott
Chief Executive Officer,
American Express
Global Business Travel



Leslie Andrews
Director of Global Travel Category,
JLL



Beth Kinerk
Senior Vice President Global Sales



Scott Kirby
Chief Executive Officer,
United Airlines



Katharina Navarro
Global Director, Travel & Mobility,
Capgemini



Yong-Yi Chu
Vice President of Corporate Travel,
Shell



Caroline Strachan
CEO,
Festive Road



Rosemary Maloney
President, GBTA Board of Directors
Senior Director, Corporate Travel,
Freeman Company



Suzanne Neufang
Chief Executive Officer,
GBTA
Ex-Officio Member,
GBTA Board of Directors



Delphine Millot
Ex-Officio, MD; *GBTA Foundation*
Senior Vice President for Sustainability,
GBTA

GBTA Allied Leadership Council 2025-2026



Edward Galvin
President, Allied
Leadership Council
Head of North America
Visa Commercial Solutions,
Visa



Beth Kinerk
Vice President, Allied
Leadership Council
Senior Vice President
of Global Sales



Reggie Aggarwa
Founder & CEO,
Cvent



Ashraf Mohd Baytam
Senior Manager Global Business
Travel,
Emirates



Terry Bodensteiner
SVP/GM, U.S. Acquisition
& Growth Enablement,
AMEX GCS



Doreen Burse
Senior Vice President,
United Airlines



Josh Butler
Head of Uber for
Business, US & Canada,
Uber



Jorge Cruz
Executive Vice President, Global
Sales & Marketing,
BCD



Chad Fletcher
Senior Vice President,
Worldwide Sales,
BWH Hotels



Mike Guadagnoli
Vice President of Business Rental
Sales, & Global Operations,
Enterprise Mobility



Karen Hamilton
Vice President,
Global Sales,
Choice Hotels



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



Hakan Kahraman
Corporate Sales
Manager,
Global Agreements
Turkish Airlines



Jo-Anne Lloyd
Head of Global Account
Management & Consulting,
FCM



Rosemary Maloney
President, GBTA Board
of Directors
Senior Director, Corporate Travel
The Freeman Company



Frank Passanante
Senior Vice President &
Global Head of Sales,
Hilton



Shannon Patterson
Senior Vice President –
Global Sales
Marriott



David Reimer
Executive Vice President, Global &
Multinational Accounts,
*American Express Global Business
Travel (Amex GBT)*



Casey Rodriguez
Senior Vice President,
Hertz



Bob Somers
Senior Vice President,
Global Sales,
Delta Air Lines



Kevin Sullivan
Managing Director of Sales,
Southwest Business



Charlie Sultan
President, Concur Travel,
SAP Concur



Jason Toothman
Chief Commercial Officer,
Travelport



What's Still Ahead in 2026



GBTA Convention 2026, August 3-5

McCormick Place, Chicago | #GBTA2026

What to Expect

- Over **5,500 attendees**, 10+ hours of **Expo** with over **350** companies **exhibiting**
- **3 Main Stage** sessions: compelling featured speakers, industry leaders and insights – and an exciting insight into top startups
- Nearly **90 education sessions** across **15 tracks** featuring **250+** **speakers** and presenters

New & Noteworthy

- **Buyer programming:** Buyer Access+, Buyer Buzz, Braindates
- **Specialty Expo pavilions:** Sustainability, Independent & Luxury Hotels, Technology and (NEW) Government Row
- **Essential topics:** AI, tech, risk management, sustainability, payment solutions, SMEs, research, leadership, career growth
- **VentureConnect:** innovation on the Main Stage
- **GBTA Foundation Gala**, August 2, Field Museum



<https://convention.gbta.org>



2026: Upcoming GBTA Events Around the World

August

2	Foundation Gala	Chicago
3-5	Convention	Chicago
6	All Committee Summit	Chicago
25-26	Buyer Academy Live	São Paulo

September

11	Business Travel Forum	Pune
16	Buyer Lunch + Carrefour des Experts	France
21	Business Travel at Climate Week	New York
TBD	Business Travel Forum	Shanghai

October

1	LATAM Conference	Mexico City
1	Italy Conference	Milan
27	WINiT Summit	Dallas
28	Business Travel Forum	Tokyo
TBD	Business Travel Forum	Calgary

November

2-4	GBTA VDR Europe Conference in partnership with ABTA	Vienna
2	Sustainability Summit	Vienna
2	All Committee Meeting	Vienna
3	Business Travel Forum in partnership with CIMX	Beijing
9-10	Workforce Mobility & Travel Summit	Houston
10-11	Buyer Academy Live	Santiago
24-25	Buyer Academy Live	Guadalajara
TBD	Business Travel Forum	Montreal
TBD	Business Travel Forum	Toronto
TBD	APAC Beach Clean Up	Singapore
TBD	Business Travel Forum	Dubai

December

2	APAC Networking Cocktail Event	Singapore
3	Carrefour des Échanges	Paris
12	India CSR Initiative	Bengaluru



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



Top 5 for 2026: Engage and Succeed with GBTA

1 Stay Connected
Membership, global & regional events

2 Build Skills
Learning & knowledge

3 Step Up
Committees, volunteer

4 Share Insights
Expertise & perspectives

5 Drive Impact
Advocacy, Company, Industry



GBTA Board of Directors 2026 Election Results



Timeline: GBTA Board of Elections 2026

1 seat: Director-at-Large (Direct)
1 seat: Regional Director, European (Direct)
3 seats: Director-at-Large (Allied)

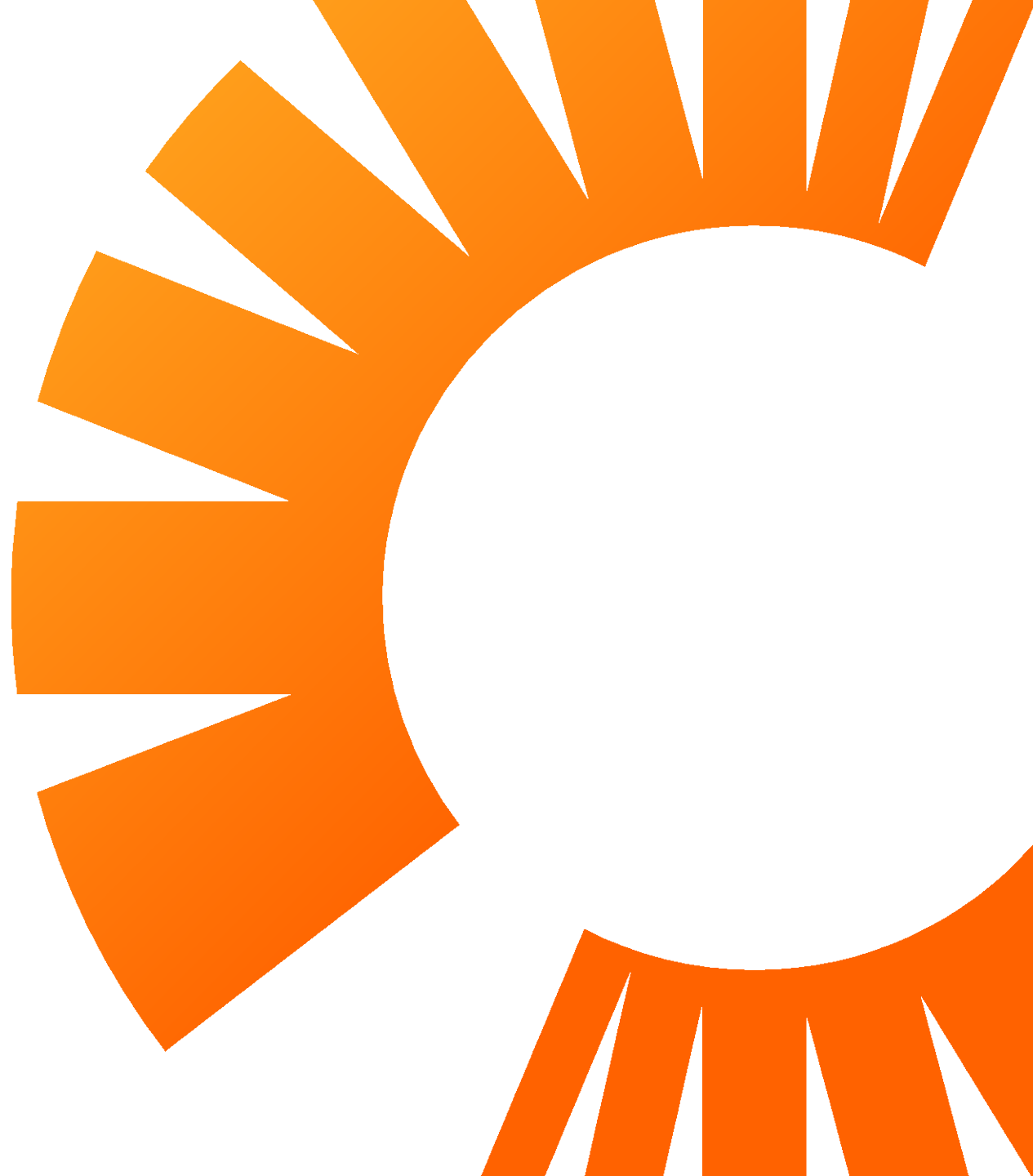


Voting Timeline



Elections are run by a 3rd party service (Elections Service Corp) to send the emails & manage the nominations and votes.

Director-at-Large (Direct Member)

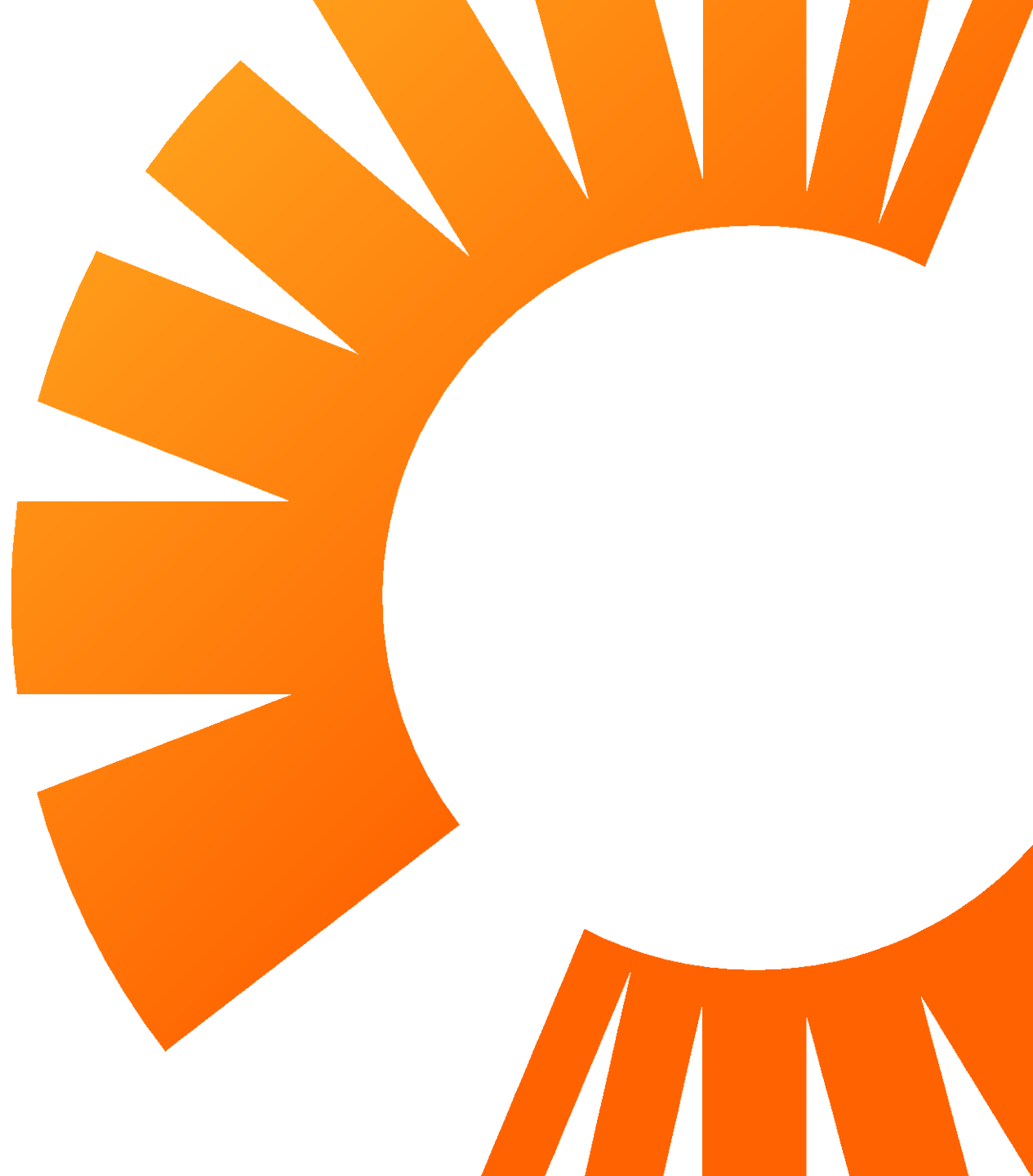


Leslie Andrews

Director of Category Management
JLL



Regional Director, European (Direct Member)



Ben Park

Executive Director, Travel & Sustainability
Parexel



(3) Director-at-Large (Allied Member)

Kim Conway

CEO
ASK4 Group



Evan Koppel

Director of Sales, Atlantic Region
United Airlines



Katie Virtue

Consultant
temoji



2026 Elected GBTA Board Members



**Leslie
Andrews**

Director-at-Large
(Direct Member)



**Ben
Park**

Regional Director,
European
(Direct Member)



**Kim
Conway**

Director-at-Large
(Allied Member)



**Evan
Koppel**

Director-at-Large
(Allied Member)



**Katie
Virtue**

Director-at-Large
(Allied Member)

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CEO, GBTA



GBTA Global Business
Travel Association

Shaping the Future of Business Travel. Together.

To download a copy of this 2025 GBTA Annual Business Review, visit gbta.org/about.

Questions about the 2025 Review? Reach out to info@gbta.org.

