



2022-2023 PROGRESS REPORT

# Driving Positive Change for People and the Planet Through Business Travel

May 2023



Relaunching a **reimagined GBTA Foundation** in 2022 marked an important moment for the Global Business Travel Association and its mission. In this first progress report for the new GBTA Foundation, we provide **a glimpse into the journey** thus far and a look into where we're headed.

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The **GBTA Foundation** is the non-profit, cause-led arm of the Global Business Travel Association (GBTA), the world's premier business travel and meetings trade organization serving 7,600+ members and advocating for the \$1.158 trillion<sup>1</sup> global business travel and meetings industry.

We are a U.S. Internal Revenue Service-designated 501(c)3 legal entity that operates separately from but under the auspices of the 501(c)6 trade association. Learn more or make a tax-deductible contribution to our mission at [GBTAFoundation.org](https://GBTAFoundation.org).

<sup>1</sup> 2023 data based on GBTA's Business Travel Index™, July 2022



## Letter from the Managing Director



The Global Business Travel Association (GBTA) re-launched its Foundation in July of 2022 to drive **positive change for people and the planet** through business travel.

Serving as the 501c3 cause-focused arm of GBTA, the Foundation **works collaboratively** with industry partners, governments, experts and other like-minded, non-profit organizations to advance a common agenda around sustainable global business travel.

Thanks to our generous donors, partners, passionate leaders, and dedicated volunteers, we have already **achieved success** in raising awareness and outlining areas for action on important issues in the global business travel industry – including building the future of the workforce; promoting diversity, equity, and inclusion (DEI); and driving climate action.

**On the “People” side**, we have built the Foundation on solid ground, onboarding and evolving well-established mentorship programs like WINiT (whose mission is to empower women to progress in their careers) and Ladders (focused on fostering the next generation of travel professionals). We’re also **actively incubating ideas** to develop complementary initiatives that will drive additional impact around the business travel workforce, DEI, and traveler accessibility.

**On the “Planet” side**, we are off to a solid start on climate action last year, thanks to the **enthusiastic support** of our founding partners and Sustainability Leadership Council. Our approach is to drive stakeholders’ engagement, alignment, and best-practice sharing to help scale solutions that will decarbonize travel.

We hope this progress report will serve as a clear and enlightening statement of what we’ve accomplished in our first months, and where we intend the Foundation to go, **for the benefit of our industry and our planet**.

Warmly,



**Delphine Millot**  
*Managing Director,  
GBTA Foundation*



## Foundation Board of Directors

The Foundation's Board of Directors is made up of global travel industry leaders. The Board provides governance on climate action, DEI and workforce development, and guidance on all of the Foundation's People and Planet program efforts, including helping to **determine strategic areas of focus and priorities** within environmental and societal sustainability initiatives.

Appointed by the GBTA Board of Directors, the Foundation Board ensures **ambitions are large enough** for the environmental and societal sustainability challenges at hand, and helps **elevate the work** of the Foundation in research, advocacy, and practitioner learning to reach those beyond the industry.

“We have the opportunity to collectively make a real impact on the future of our industry, people, and planet with the GBTA Foundation. Now is the time to capitalize on our talent and workforce, and invest in decarbonization solutions so we can continue leveraging global business travel as a force for good.”

**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**  
 Director of Global  
 Travel Category,  
 JLL



**Erica Gordon**  
 Head of Corporate Affairs,  
 Royal Caribbean Group;  
 Former Global Head of ESG,  
 Hilton



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



**Darragh Ormsby**  
 Global Travel Manager,  
 Google



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



**Caroline Strachan**  
 Co-Founder and  
 Managing Partner,  
 Festive Road



**Denise Truso**  
 Global Travel Manager,  
 PayPal



**Suzanne Neufang**  
 Chief Executive Officer,  
 GBTA



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

# GBTA Foundation 2022 By the Numbers

62

industry leaders involved

50

companies actively engaged in leading and shaping our programs

4

global events hosted

4,000+  
people reached

3

major programs/  
initiatives

\$1,240,000

in funding raised

## Working Hand-in-Hand: Association and Foundation

GBTA as an association is a member-based, 501c6 not-for-profit industry organization that **elevates the global business travel sector** and its professionals by connecting travel buyers and suppliers, and by serving its members' interests through community, learning, advocacy, research, events, and membership engagement.

In parallel, the GBTA Foundation functions as the **cause-support arm** of the Association, both raising and disbursing funds for business travel industry-related initiatives that drive progress for people and planet.



## People and Planet: The Foundation's Two Pillars

The GBTA Foundation organizes its programs and activities under **two main pillars** of influence and impact: **PEOPLE** and **PLANET**.

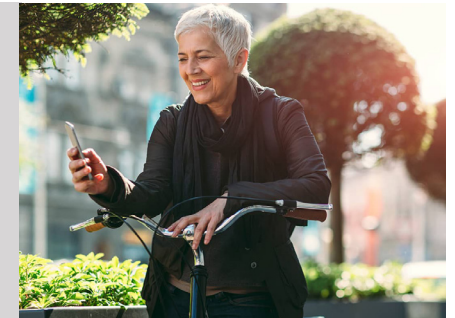


### Build the future of the workforce

**Under the PEOPLE pillar** are career mentoring and well-established professional development programs such as WINiT and Ladders. Initiatives pertaining to the future of the workforce also fall under this heading, including vital and increasingly important activities and programs around DEI, workforce and recruitment, and traveler accessibility.

### Build a green future for business travel

**Under the PLANET pillar** lives the Foundation's all-important Sustainability Initiative, and all programs and activities related to creating a greener future for business travel, climate action, and regeneration.



## A Mission That's Easy to Support

The mission of the GBTA Foundation is to catalyze action in the global business travel industry to create a positive impact and better future for people and the planet – by driving initiatives that foster sustainability, inclusion and equity in business travel.

“ We are so excited to have re-established the GBTA Foundation within a fine-tuned scope of ‘people and planet.’ It’s an important time in GBTA’s 55-year history and for our industry as we renew our commitment to creating lasting, positive impact.”

Suzanne Neufang  
CEO, GBTA

# GBTA WINiT

A GBTA Foundation Program

## 446

participants in the 2022  
WINiT Summit and Gala

## 50

Top Women in Travel recognized  
by WINiT Awards

## 8

education sessions with 26  
presenters – session topics included  
Mentorship, Allyship, Storytelling,  
Transferrable Skills



## People: Improving Lives and Advancing Careers

### EMPOWERING WOMEN'S SUCCESS: WINIT

WINiT is a program that **empowers women to move forward in their careers** in the travel industry. It seeks to drive positive change around career mobility in travel-related jobs through leadership, education, training, mentoring, and networking. WINiT provides the tools, resources, and networks necessary to ensure that there are women in **prominent leadership positions across the industry**, and that the overall state of women in business travel is healthy and growing.



WINiT robustly advocates for gender equity within the business travel industry and offers programming to help women thrive throughout the lifecycle of their careers.

“ Business Travel has the opportunity to be the destination industry for women at all levels. Let’s show the world it’s possible.”

**Caroline Strachan**

*Managing Partner, Festive Road; GBTA Foundation Board; GBTA WINiT Board Champion*



## GBTA Ladders

A GBTA Foundation Program

# 175

mentors and mentees in the  
2022-2023 Ladders season

# 10

virtual professional development  
webinars and meet-ups

# 13

countries represented



## People: Improving Lives and Advancing Careers

### MENTORING AND PROFESSIONAL DEVELOPMENT: LADDERS

The Ladders program is dedicated to building the next generation of global travel professionals. **It leverages collective talents** to empower emerging industry leaders to connect and expand their careers via mentorship, education and collaboration.

Each year, the program culminates in the three-day Ladders Summit, where teams compete and present their projects to a panel of judges from across the business travel industry. The goal is to **inspire current and next-generation business travel leaders** and to foster innovative thinking that helps drive industry change. Importantly, concepts and presentations generated through the Ladders season produce actionable ideas aligned with GBTA for potentially broader implementation.



In 2022, Ladders became a more global program by expanding into India and Singapore. The number of mentee applications received in 2022 was the highest since the inception of the program in 2014.

“ The Ladders experiential learning environment provides built-in opportunities for entrepreneurship while nurturing and mentoring the next generation of corporate travel professionals, all of which is vital for the future of the ever-evolving discipline.”

Leslie Andrews

Director of Global Travel Category, JLL; GBTA Foundation Board; GBTA Ladders Board Champion



# GBTA Sustainability

A GBTA Foundation Program

## 300

participants at the November 2022 inaugural **Sustainability Summit** in Brussels

## 3,022

unique visits to the **GBTA Sustainability Toolkit** in the first five months of its launch

## 3,669

unique views of the 2022 **State of Sustainability Report**



## Planet: Accelerating the Green Transition

### BUILDING A GREENER FUTURE FOR BUSINESS TRAVEL

Protecting the planet is one of the **biggest challenges** the global business travel sector faces, like so many other industries around the world. Reducing carbon emissions must be part of our collective mission and game plan today, to ensure we can still **connect people and travel** for business tomorrow.

The Sustainability Initiative drives **cross-industry collaboration** between the users and providers of corporate travel services – including aviation, hospitality, ground transport, travel management and distribution – to support the deployment of solutions that help manage and reduce carbon emissions from travel. Core areas of work include capacity building, industry collaboration, and advocacy.

**Building capacity** to help travel professionals implement more sustainable practices



**Driving industry collaboration** and multi-stakeholder partnerships



**Advocating for policies** that can accelerate the decarbonization of business travel

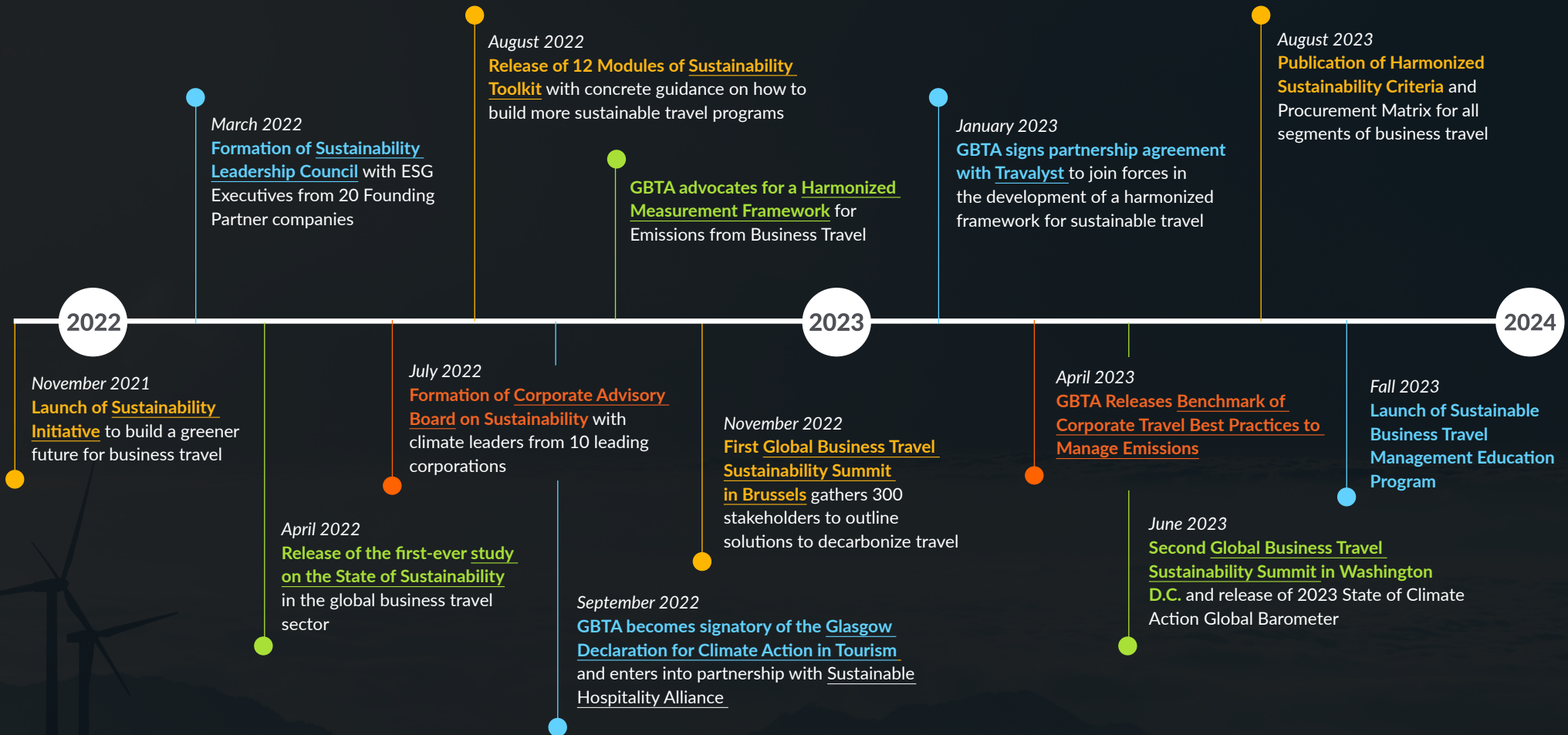



“ At United, we believe the airline industry needs to be bolder when it comes to climate change. We’re proud to support the GBTA Foundation because we also believe investment and collaboration are two of the key ways we will achieve a more sustainable future.”

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

# Driving Climate Action in Business Travel: Our Achievements to Date

## GBTA FOUNDATION SUSTAINABILITY TIMELINE



 **Listen to our Podcast**

*Driving climate action in business travel: GBTA Sustainability plans for 2023*

**GBTA Sustainability**

A GBTA Foundation Program

Upcoming people-focused programs tackle workforce development through apprenticeship, urgent DEI concerns, and the need for accessibility in an inclusive industry.

## On The Horizon: Expanding Impact with New People-Focused Initiatives



### **FUTURE OF THE WORKFORCE**

#### **A pathway for the next generation of business travel leaders**

The GBTA Foundation's Future of the Workforce Initiative is working to make business travel a destination career by providing a platform for diverse talent to enter the industry through mentoring, training, and professional development. The initiative will identify gaps and impactful opportunities to leverage the Foundation around recruitment and maintaining a sustainable workforce.

### **DIVERSITY, EQUITY AND INCLUSION**

#### **Codifying best practices for the industry**

The GBTA Foundation, in consultation with GBTA's DEI committee, has launched a 'DEI Incubator' to help (1) identify the most pressing Diversity, Equity, and Inclusion gaps and challenges in the business travel sector that the GBTA Foundation can help address, and (2) determine the type of Foundation programs or initiatives that can help advance DEI goals most effectively.



### **ACCESSIBILITY**

#### **A crucial element of inclusion**

The GBTA Foundation's Accessibility Task Force is defining the criteria for accessible business travel and developing a useful guide for the industry, as well as advocating and establishing partnerships to expand accessible business travel programs.



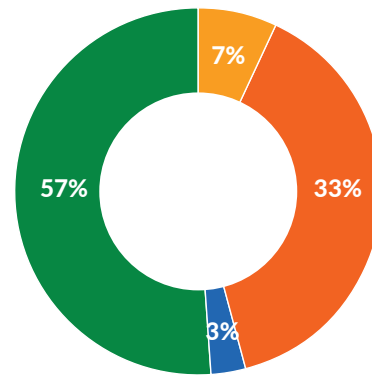


Close to 90% of the Foundation's revenue is spent on programs' development and activation.

## Snapshot of GBTA Foundation's 2022 Financials

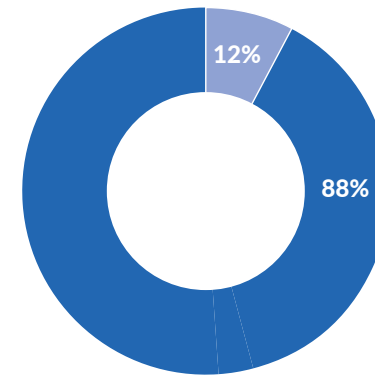
### 2022 Contributions: \$1.24 million

● WINIT ● Sustainability ● Ladders ● Federal

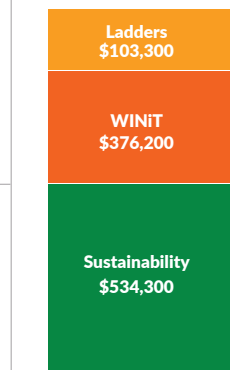


### 2022 Utilizations: \$1.15 million

● G & A ● Program development and activation



#### Program development and activation



### THE FOUNDATION'S FUNDING: WHERE IT COMES FROM, HOW IT'S DISTRIBUTED

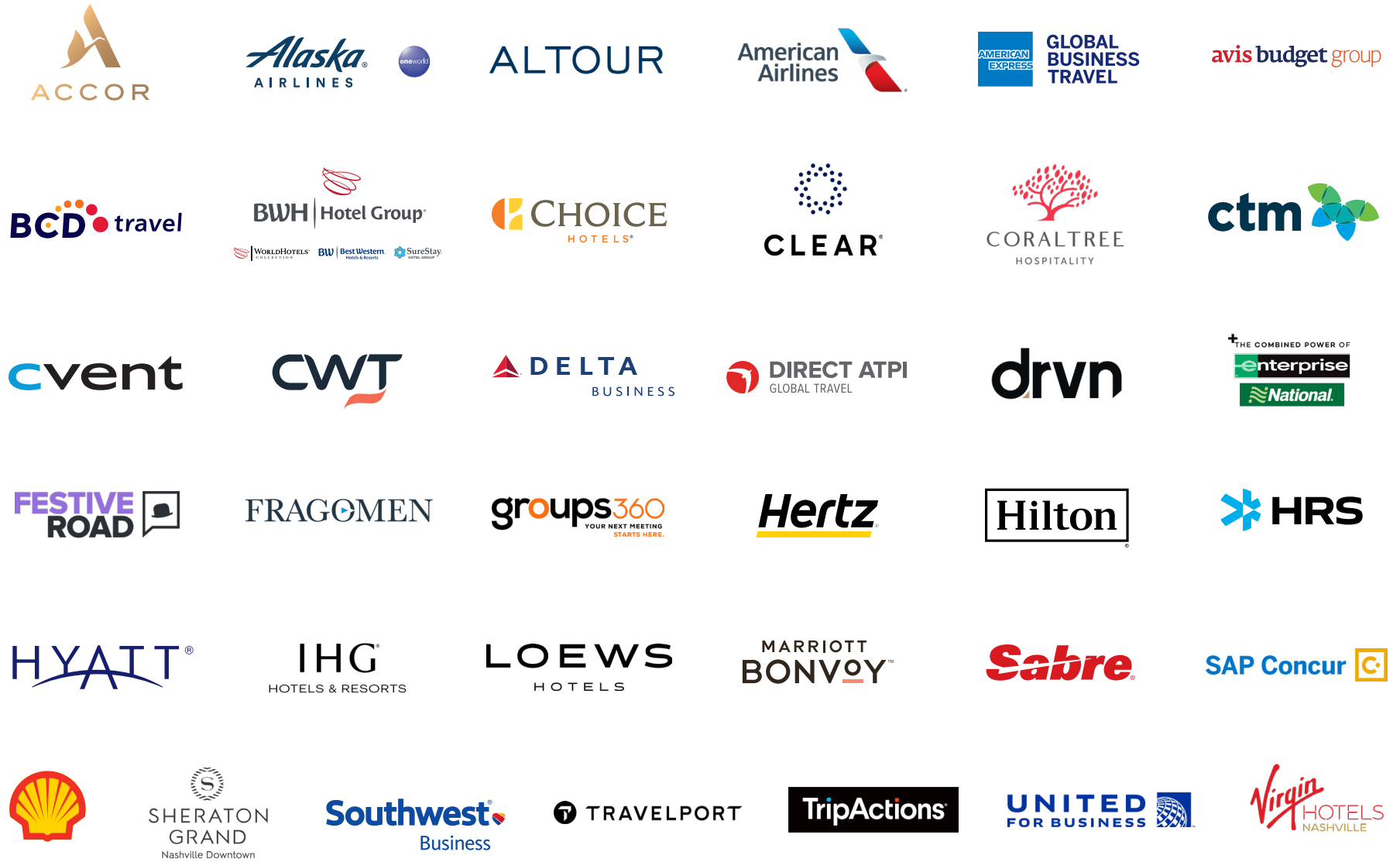
The Foundation requires resources for the programs it runs, and conducts fundraising which can take the form of sponsorships, or corporate/individual donations, and other foundation support, either restricted or unrestricted. In addition, in-person and virtual events conducted by the Foundation are important sources of revenue.

Going forward, the Foundation **will look for opportunities** to fund industry scholarships, career mentorship efforts, educational initiatives, and research projects in the areas of sustainability, DEI, and workforce development as they **directly relate** to the global business travel sector.



# Our Partners in Purpose

Supporting companies listed in alphabetical order.



# 2022-2023 GBTA Foundation Supporters

	SUSTAINABILITY	WINIT	LADDERS
<b>\$100,000-\$150,000</b>			
United Airlines	✓	✓	✓
American Express Global Business Travel	✓	✓	
BWH Hotel Group	✓	✓	
Delta Air Lines	✓	✓	✓
Southwest Airlines	✓	✓	✓
American Airlines	✓	✓	✓
<b>\$75,000-\$99,999</b>			
Combined Power of Enterprise & National	✓	✓	✓
Accor	✓	✓	
Avis Budget Group	✓	✓	
HRS	✓		
IHG Hotels & Resorts			
Cvent	✓	✓	
<b>\$50,000-\$74,999</b>	✓		
Marriott International	✓		
Hilton	✓		✓
BCD Travel	✓	✓	✓
The Hertz Corporation	✓		
Shell International	✓		
<b>\$25,000-\$49,999</b>			
CWT	✓	✓	

	SUSTAINABILITY	WINIT	LADDERS
<b>\$25,000-\$49,999 (continued)</b>			
Alaska Airlines	✓		
Travelport	✓		
SAP Concur	✓		
TripActions	✓		
Sabre Corporation		✓	✓
Corporate Travel Management		✓	
Choice Hotels International		✓	
<b>\$5,000-\$24,999</b>			
Festive Road			✓
Hyatt Corporation		✓	
Fragomen Worldwide		✓	
Sheraton Grand Nashville Downtown			✓
<b>\$750-\$4,999</b>			
Groups360			✓
drvn			✓
Virgin Hotels Nashville			✓
Altour			✓
Loews Hotels			✓
CoralTree Hospitality			✓
CLEAR			✓
Direct Travel			✓





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