

2023 PROGRESS REPORT



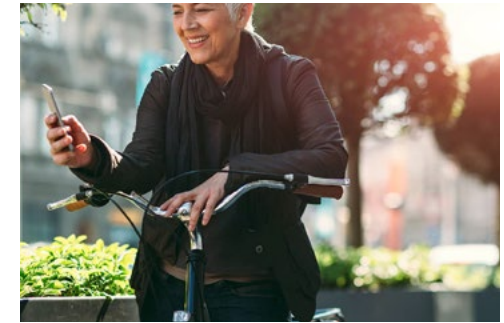
Driving Action, Change, and Impact Across the Global Business Travel Industry

May 2024



In only our **first full year** of existence since relaunch, the GBTA Foundation is already fulfilling its mission of promoting, supporting, and encouraging progress for People and Planet – with the aim of **furthering and solidifying the role of global business travel as a force for good in society**, commerce, economies, diplomacy and governments. We're pleased to provide these **highlights of the Foundation's work** in 2023, along with a glimpse into what's on the horizon.

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 8,000+ members and advocating for the \$1.4 trillion global business travel and meetings industry. We are a U.S. Internal Revenue Service-designated 501c3 legal entity that operates separately from, but under the auspices of, the 501c6 trade association. Learn more or make a tax-deductible contribution to our mission at [GBTAFoundation.org](https://gbtafoundation.org).



A GLOBAL BUSINESS TRAVEL INDUSTRY FOR TOMORROW

The very word sustainability begs the question, **“Will something that is here today be here tomorrow?”** We intend the answer to be a resounding “Yes!” Everything we do is about advancing skills and encouraging policies that will make our industry future-proof, and as indispensable tomorrow as it is today. Encouraging and advocating for across-the-field sustainability in all its forms. **Enabling true climate-conscious business travel.** Building the next generation of industry professionals, with a particular emphasis on empowering women to advance. And making certain that business travel is accessible to one and all. **GBTA is guaranteeing that our industry will remain one of reinvention, forward-thinking relevance, and real and growing value to society.**

Letter from the Managing Director

Expanding our reach and scaling our impact has been the main priority of the GBTA Foundation throughout 2023. Because the official relaunch of the Foundation happened in July of 2022, this past year was only our first **full year of operation**. But what a productive year it's been!

We are still a young foundation, and 2023 was very much about **establishing our identity and purpose** – in the eyes not only of our donors and supporters, but also across the business travel community, and among GBTA members themselves. Our **energetic team, incredibly supportive board**, and I feel as though we're doing that carefully and incrementally.

We're fond of saying that our superpower as an organization is GBTA's global reach across the business travel ecosystem – with direct global access to decision makers. As the **non-profit, purpose-driven arm of GBTA**, we are grateful to be able to work hand in hand with GBTA as an association, along with its 8,000+ individual members worldwide and the companies that employ them.

Our dual-track structure of **People and Planet is proving to be a relatable and logical way to approach our efforts**, while collective action and radical collaboration underpin all the work we do. Whether we're focusing on the business travel industry's current and future workforce (People)... or the all-important environmental impact of business travel (Planet)... Sustainability is the watchword, as we join in partnership with industry colleagues, governments, experts, and like-minded non-profits to guarantee a bright future for our industry.

When we look at the workforce, along with the social and environmental challenges our industry is now facing, **the stakes are higher than ever**.

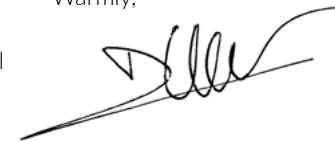
The level of change and transformation that our economic sector will have to navigate to continue to thrive – and to provide high-quality jobs while transitioning to sustainable practices – will be unprecedented.

As you'll see in this report, on the People side our well-established legacy programs, GBTA WINIT and GBTA Ladders, had banner years in 2023 and show growth in participation and impact. On the Planet side, our **Sustainability initiative continues to put our industry on the forward path for climate action**.

Beyond 2023, the expansion of priorities already includes removing barriers to accessibility in travel, helping to set new standards for **responsible procurement, expanding career mentorship programs, and launching recruitment activities** to showcase business travel as a destination career. Addressing these priorities is a goal that is both realistic and urgent, and one that, with your support, we will reach.

In the meantime, **my sincere thanks goes to our donors, supporters, and partners who make our work possible, as well as to the many volunteers** who are an invaluable part of our global programs. We appreciate your commitment to, and your interest in, our mission.

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 programs, 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.

“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



Tyrone 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

GBTA Foundation 2023 By the Numbers



Working Hand-in-Hand: Association and Foundation

GBTA as an association is a member-based 501(c)6 not-for-profit organization that elevates the global business travel sector and its professionals by connecting travel buyers and suppliers, and by **servicing its members' interests through community, learning, and advocacy.**

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



Our Two Impact Pillars: People and Planet

The Foundation's two-pillar People and Planet approach is **proving to be an effective way** not only to conduct our work, but to present and explain it to donors, supporters, and the industry in general.

Opportunities for All

To codify best practices for the industry, the GBTA Foundation, in close consultation with the Association's Inclusion and Culture Committee, works diligently to identify the most pressing equity gaps and inclusion challenges in the business travel sector. These are challenges that the GBTA Foundation can help address via new programs or initiatives to advance the creation of opportunities for all.



Build the future of the workforce

Under the PEOPLE pillar are well-established professional development legacy programs such as [GBTA WINiT](#) and [GBTA Ladders](#). Initiatives pertaining to the future of the workforce also fall under this heading, including vital and increasingly important activities and programs around inclusion, workforce recruitment, and traveler accessibility. "Improving lives and advancing careers" is our shorthand phrase for this work.

Build a green future for business travel

Under the PLANET pillar lives the Foundation's all-important [Sustainability initiative](#), namely activities related to creating a green future for business travel, climate action, and regeneration, along with empowerment of the global travel industry to be, and to remain, at the forefront of climate action.



“The complementary and collaborative relationship between GBTA and the GBTA Foundation is key. While GBTA elevates the business travel field by serving its members' interests through community, learning and advocacy, the GBTA Foundation ensures the industry's sustainable future. Those are two sides of the same coin that are equally vital in creating a positive future for the business travel industry and travel-at-large.”

Suzanne Neufang

Chief Executive Officer, GBTA; GBTA Foundation Board of Directors

700+

participants at the **2023 GBTA WINiT Summit, Gala & Education Sessions**

150

mentors and mentees from **13 countries**

50

volunteers across **GBTA WINiT Committees**



Mentors, Coaches, Trailblazers, Leaders: GBTA WINiT

Offering leadership, education, training, mentoring, and advancement to women in business travel careers, **GBTA WINiT in 2023 brought together inspiring communities of mission-focused women** to enhance careers via skills development, and to provide women access to the industry’s top leaders. Through GBTA WINiT’s Global One-to-One Mentorship Program, we launched new cohorts, enthusiastically recruited mentors and mentees, and received participants from 13 countries outside the U.S. Mentors for our participants included distinguished business founders, CEOs, and C-suite executives.

A MILESTONE TRANSITION

After **nine years of visionary leadership**, Michelle (Mick) Lee, Chief Administrative Officer at MBO Partners, transitioned from her role as Founder and Chair of the GBTA WINiT Strategic Advisory Board, **passing the torch** to two new Strategic Advisory Board Co-Chairs: Patricia Huska, Chief People Officer at American Express Global Business Travel, and Laura Smith, Executive Vice President, Sales & Customer Experience at Hertz, who together bring a shared commitment to advancing the program. **We extend our gratitude to Mick for her commitment, passion, and vision** that have helped make GBTA WINiT the remarkable program it is today.

BOLD WOMEN, BOLD VOICES

GBTA WINiT Education and Development events throughout 2023 elevated women’s voices through workshops and podcasts; GBTA WINiT Power Panels; a special International Women’s Day convening; and the remarkable Bold Women, Bold Voices-themed WINiT Summit.

Community and Engagement networking gatherings took place in Dallas, Las Vegas, New York, Hamburg, and Toronto, while at the annual GBTA Convention in Dallas, WINiT featured a six-session education track. And this year’s successful GBTA WINiT Awards and Gala in New York City celebrated the business industry’s top women, their allies, and the companies that support them.



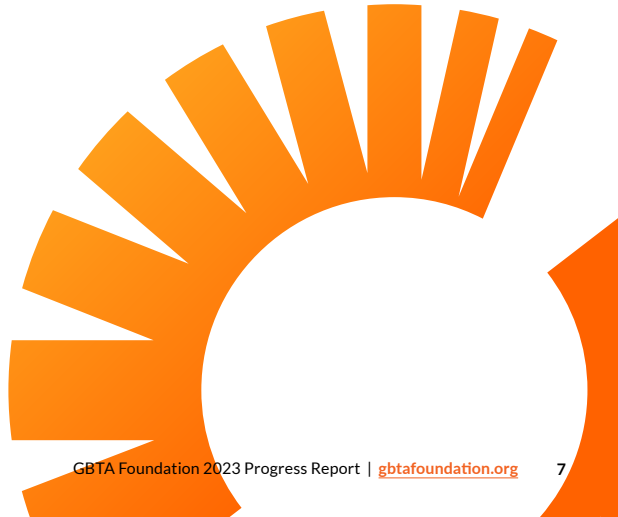
“There is perhaps no industry with greater potential for the advancement of women globally than business travel. So, let’s make it happen, together.”

Caroline Strachan

Chief Executive Officer, Festive Road; GBTA Foundation Board of Directors; GBTA WINiT Board Champion

What do a Global One-to-One Mentorship Program; Education and Development events and workshops; regular community engagement and networking gatherings; and an annual Awards and Gala have in common? Bringing women together through GBTA WINiT for the purpose of career advancement and growth.

1. Each year WINiT recognizes industry changemakers across global business travel.
2. WINiT Summit topics included 'Bold Women are Good Business,' 'The Bold Path to Leadership,' and 'Bold Women in the Community.'
3. This year's WINiT Summit theme was 'Bold Women, Bold Voices.'
4. The WINiT Gala set a forward-thinking, action-oriented tone for 2023.
5. Leslie Andrews, Global Category Leader – Travel, JLL, received Female Mentor Coach award.
6. The WINiT Summit elevates the business travel industry's top women, their allies, and the companies that support them.



170

mentors and mentees active in Season 9

10

professional development webinars and meet-ups

16

countries represented



Inspiring Current & Next-Generation Business Travel Leaders: GBTA Ladders

Dedicated to building the next generation of global travel professionals, **GBTA Ladders leverages collective talents to empower emerging industry leaders** to connect and expand their careers via mentorship, education, and collaboration. Last year saw a **redoubled focus on team-based mentoring** around industry challenges, robust professional development sessions, and accelerating change through collaborative projects.

GBTA Ladders provides a unique and inspiring opportunity to learn from leading industry experts/mentors in a competition-based team environment. And as it does each year, **the program culminates in the GBTA Ladders Summit**, which took place in 2023 in New Orleans.

A BUSY YEAR WITH ROBUST COMPETITION

In 2023, delegates gathered for the culminating event of the Season 9 program. Following months of collaboration among 18 teams made up of 170 mentors and mentees from 16 countries, the **four final teams presented their business travel transformation projects for judging**. In addition to viewing the finalists' presentations, participants engaged on relevant business topics as well as professional growth and development guidance through panel discussions, interactive programs, and breakout sessions.

KEY THEMES that emerged this season included the importance of traveler wellbeing and enhancing human connections; innovative recruiting, marketing, and education ideas to bring new professionals into the industry; new ways of personalizing carbon tracking for the business traveler; innovations in meeting planning and global payments; and the importance of supporting start-ups in the business travel space.



GBTA Ladders Mentor and Mentee teams and their Alumni Advisors, along with the support provided by the Ladders leaders, Advisory Board, and program sponsors, are ensuring the next generation's workforce represents a **steadfast future for the industry**.

“The GBTA Ladders program drives innovative thinking, personal growth, and industry advancement through healthy team competition. The experiential learning delivers impactful and actionable insights.”

Leslie Andrews

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



GBTA Ladders

A GBTA Foundation Program

While GBTA Ladders creates a competition-based environment around business travel-related topics, it's as much about inspiration, team building, industry mentoring, genuine collaboration, and devising innovative ways to make the business travel ecosystem healthier, more equitable, and more supportive.

1. Ladders participants explored ways to help bring new professionals into the industry.
2. Teams delved into the theme, 'Get Inspired: Looking Beyond Travel to Drive Change.'
3. Ladders teams present new solutions that would enhance the global industry landscape.
4. Barbara Rose, EY Americas Travel Lead and GBTA Direct Board Member, delivering keynote session.
5. Participants exchanged ideas while exploring top-of-mind business travel issues and opportunities.

5,500+

views and downloads of our educational resources

800+

Sustainability Summit and Education Session attendees

40

participants in the Sustainable Travel Management Course inaugural cohort



Championing Climate Action in Business Travel: GBTA Sustainability Initiative

In 2023, the GBTA Foundation's Sustainability initiative **committed to the integration of sustainable practices in business travel** through education, advocacy, and standardization.

We continue to **empower our industry to be at the forefront of climate action** and actively drive decarbonization solutions; ensure policies that support the deployment of low carbon travel options and their access by travelers; and steer the full global business travel industry toward common sustainability frameworks and standards. It's all about building a more sustainable future for business travel.

KEY INITIATIVES LAUNCHED IN 2023

- **Publication of two thought leadership reports on climate action in business travel:**
 - "Managing Emissions from Business Travel Programs"
 - "The State of Climate Action in Global Business Travel"
- **Launch of a new GBTA Academy [Sustainable Travel Management Course](#)** to empower travel professionals to advance climate-conscious business travel programs.
- **Organization of the Sustainability Summit** in June in Washington, DC, with leading experts and government figures to advocate for public and private steps to drive climate action in business travel. [Read Highlight here.](#)
- **Engagement of policymakers and stakeholders in Brussels and Washington, DC** to establish a level playing field on emissions measurement and reporting, as well as unlocking multimodal travel options.
- **Securing of cross-industry alignment for the 2024 launch of Sustainable Procurement Standards** for key verticals of business travel.
- **Earning of official Observer Status** with the United Nations Framework Convention on Climate Change (UNFCCC COP) and representation by the GBTA Foundation at COP28 in Dubai.



“ At United Airlines, we are proud to help build a future of sustainable travel, for aviation and beyond. It’s through collaboration we can achieve a future with lower GHG emission. And for that reason, I am proud to support GBTA Foundation.”

Scott Kirby
Chief Executive Officer, United Airlines; GBTA Foundation Board of Directors

Important Thought Leadership from GBTA Foundation

MEASURING PROGRESS ON CLIMATE ACTION

As we continue to reimagine the industry, we must consider what a **resilient future for business travel** looks like. The urgent challenge of climate change necessitates that we “own” the issue and develop solutions that will allow us to continue to travel for the long-term. To do this, we need to have a **better pulse on the uptake of sustainability practices** in the global business travel sector: what’s happening, what’s waning, and what’s to come. This report – The [State of Climate Action in Business Travel](#) – shows how the industry is stepping up to the challenge.



HIGHLIGHTING SUSTAINABILITY BEST PRACTICES

Companies are practicing a wide range of strategies to decarbonize travel programs. These include demand management policies, better point of sale information to empower employees to select lower carbon options, partnering with responsible transport and accommodations providers, and investing in decarbonization solutions. This **first-of-its-kind benchmarking study** provides a snapshot into how companies are currently addressing and mitigating their business travel emissions.

ADVOCATING FOR PUBLIC-PRIVATE PARTNERSHIPS

In a historic first for business travel, GBTA’s and GBTA Foundation presence in Dubai at the 2023 “**Conference of the Parties**” to the United Nations Framework on Climate Change marked the **first time that the global business travel industry was officially represented** at this key conference that sets the stage for many of the national and regional policies that our industry will ultimately have to implement to deliver on a green transition.



“Of many areas of focus for us, climate action and advocacy are particularly urgent. That’s why GBTA and GBTA Foundation’s landmark Observer Status and presence at COP28 was so important – we’re really elevating the voice of business travel in venues where it matters most.”

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

What's Ahead for the GBTA Foundation



We're setting standards for responsible procurement. We rallied our industry behind global, industry-wide [sustainable procurement standards](#) to evaluate the environmental and social performance of travel suppliers. This effort will come to fruition in 2024 with the phased release of new Sustainable Procurement Standards for the aviation, accommodations, and ground transportation verticals.

We're accelerating change for sustainable travel. Building on all the resources developed so far, the GBTA Foundation will launch a new initiative to incentivize action and build momentum by tracking the business travel industry's progress.



We're committed to building a resilient workforce. Near term, the GBTA Foundation aims to help recruit new and diverse talents into the industry by expanding the number of mentoring pairs globally and starting to disburse scholarship funds to underrepresented groups. It's about creating opportunities for all, including equal female representation at senior levels in our industry, and improved representation from other target groups.

We're making travel accessible. We're doing it by ensuring that travelers with a disability have parity and equal access for their booking and travel experience.



“The business travel sector has a critical role to play in accelerating the transition to low-carbon travel. This requires collective efforts – championed by the GBTA Foundation – to develop global sustainability standards and guidance and drive demand towards climate-conscious suppliers and decarbonization solutions like sustainable aviation fuels.”

Darragh Ormsby
Global Travel Manager, Google; GBTA Foundation
Board of Directors

It's about making business travel seamless for all. Introducing The GBTA Accessibility Toolkit 2024 – a guide to managing accessible business travel programs.



A Top Foundation Priority: Removing Barriers to Accessibility

An estimated **39% of business travelers identify as having accessibility requirements** affecting their performance. Yet 70% of travel managers **don't know or won't estimate** how many of their travelers have these requirements (Accessio 2022). These are travelers whose challenges include not just physical disabilities, but things such as **neurodiversity, food allergies, and chronic pain**.

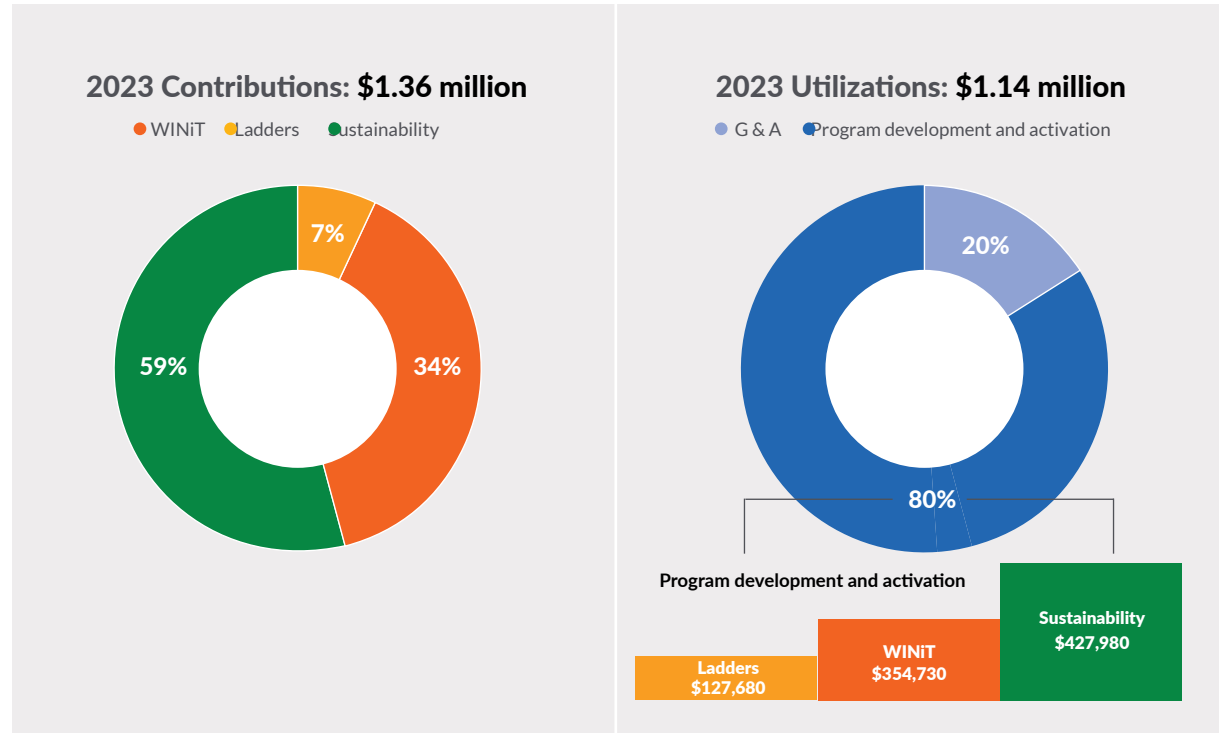
As an issue, accessibility has been under-addressed in the business travel world. And yet not only are employers/ travel managers **compelled to act by duty of care**, but travelers with accessibility requirements are representative of a **resilient and diverse workforce**.

Accessibility is not only a moral imperative but also a strategic business consideration. Embracing accessibility aligns with legal requirements, enhances market reach, and contributes to a positive corporate image and employee satisfaction. It's an **integral aspect of a socially responsible and sustainable global business strategy** – one also supported by recent government initiatives.

GBTA Foundation will release an **Accessibility Toolkit** on Global Accessibility Awareness Day (May 16, 2024). The resource is designed to guide the business travel industry toward best practices and put minimum standards in place for accessible business travel.



Snapshot of GBTA Foundation's 2023 Financials



The GBTA Foundation's year-on-year revenue growth is 10%.

Importantly, that growth is evenly spread over all programs and initiatives.

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

The Foundation **requires resources** for the programs it runs, and conducts fundraising that can take the form of **sponsorships, corporate donations, individual donations, and other support**, either restricted or unrestricted. In addition, the Foundation's in-person and virtual events are important sources of revenue. Going forward, the Foundation will **fund industry scholarships, career mentorship efforts, educational initiatives, and research projects** in the areas of sustainability, inclusion and workforce development as they directly relate to the global business travel sector.

A MISSION THAT'S EASY TO SUPPORT

Individuals and organizations are encouraged to **support GBTA Foundation's mission** via gifts and contributions [here](#). The Foundation is a tax-exempt 501(c)3 organization, and donations are fully tax-deductible to the extent allowed by law.

Our Partners in Purpose

Supporting companies listed in alphabetical order.



2023 GBTA Foundation Supporters

| | SUSTAINABILITY | WINIT | LADDERS |
|---|----------------|-------|---------|
| \$100,000-\$150,000 | | | |
| United Airlines | ✓ | ✓ | ✓ |
| American Express Global Business Travel | ✓ | ✓ | |
| \$75,000-\$99,999 | | | |
| BWH Hotel Group | ✓ | ✓ | |
| Delta Air Lines | ✓ | ✓ | ✓ |
| \$50,000-\$74,999 | | | |
| Accor | ✓ | ✓ | |
| American Airlines | ✓ | ✓ | ✓ |
| CVENT | ✓ | ✓ | |
| Enterprise Mobility | ✓ | ✓ | ✓ |
| HRS | ✓ | | |
| IHG Hotel & Resorts | ✓ | | |
| Shell International | ✓ | | |
| \$25,000-\$49,999 | | | |
| Avis Budget Group | ✓ | ✓ | |
| The Hertz Corporation | ✓ | ✓ | ✓ |
| Hilton | ✓ | | ✓ |
| Marriott International | ✓ | ✓ | |
| Southwest Airlines | ✓ | ✓ | ✓ |
| Travelport | ✓ | | |

| | SUSTAINABILITY | WINIT | LADDERS |
|--------------------------------------|----------------|-------|---------|
| \$10,000-\$24,999 | | | |
| Airlines Reporting Corporation (ARC) | | ✓ | |
| Alaska Airlines | ✓ | | |
| BCD Travel | ✓ | | ✓ |
| Choice Hotels International | | ✓ | |
| Corporate Travel Management (CTM) | | ✓ | |
| CWT | ✓ | | |
| FESTIVE ROAD | | | ✓ |
| Hyatt Hotels Corporation | | ✓ | ✓ |
| Sabre Corporations | | ✓ | ✓ |
| \$1,000-\$9,999 | | | |
| Acquis Consulting Group | | ✓ | |
| Altour | | | ✓ |
| CoralTree Hospitality | | | ✓ |
| DRVN | | | ✓ |
| Fox World Travel | | ✓ | |
| Lufthansa City Center | | | ✓ |



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GET INVOLVED

