

2024 PROGRESS REPORT

People First. Planet Always.

April 2025



Letter from the Managing Director



When business travel thrives, we all succeed.

We've built the GBTA Foundation on the core belief that **travel is a force for good**, and an opportunity to learn, share, and innovate. The way we make an impact for the people and organizations for whom business travel is a lifeline is by **bringing stakeholders together** to agree on common goals, standards, and best practices, and ultimately to drive positive change.

Our superpower continues to be 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, the Foundation is grateful to be able to work **hand in hand** with the Association and its 8,500+ members worldwide and the companies that employ them.

2024 was a milestone year for the GBTA Foundation – not only for our team, but for the community of talented, dedicated, and inspirational professionals who have joined forces with us. Thank you for making our **impactful moments** from this year possible, and for being a part of this incredible journey.

While the world's political and economic dynamics are ever changing, the GBTA Foundation will continue to lead with a collaborative spirit and a pragmatic approach. People First, Planet Always is our **guiding principle** for building resilience within the business travel eco-system.

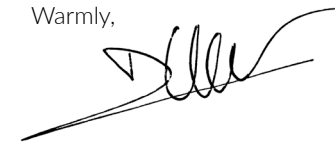
Our progress in 2024 has been significant on many fronts. Our legacy People-focused programs [WINiT](#) and [Ladders](#) are expanding globally, building momentum around the workforce, motivating serious change, and betting big on the next generation.

On the Planet side, we are moving from words to action. [The Acceleration Challenge](#) now provides a pathway to improve business-travel sustainability. And our [Sustainable Procurement Standards](#) are sending a stronger, more harmonized signal for sustainable suppliers who are assessing the sustainability practices of current or potential partners.

In all we do, we owe a huge thank you to the donors, supporters, and partners who make our work possible, as well as to the many volunteers who are an invaluable asset to our global impact. **Without you, there is no us.**

Let's build on the momentum from a successful, impactful 2024 and make 2025 even better.

Warmly,



Delphine Millot
Managing Director,
GBTA Foundation

Foundation Board of Directors

The GBTA Foundation is fortunate to have some of the **most innovative and passionate business travel leaders** on its governance board. They are appointed by the Association and serve a two-year term. Their **experience and expert guidance** inform our mission, help us set priorities, determine and fine tune our focus areas, and enrich the research, advocacy, and practitioner learning in which we engage.

WE WERE PLEASED TO WELCOME NEW BOARD MEMBERS

Two **distinguished individuals** joined the GBTA Foundation Board of Directors in 2024. We're pleased to welcome **Beth Kinerk**, Senior Vice President of Global Sales at Avis Budget Group, Inc.; and **Katharina Navarro**, Global Director, Travel & Mobility, at Capgemini, to the Board. Their insights and experience have already been invaluable and we look forward to their contributions, along with the rest of the board, in 2025.



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



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

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.

GBTA Foundation 2024 By the Numbers

500
MILLION

people reached through
communications and
media outreach

43

corporate donors

200+

industry leaders
steering our programs

4

major global
programs

\$1,617,530

in funding raised

Synergy In Action: Association and Foundation

As a long-respected industry trade group, the Global Business Travel Association (GBTA) is the **world's premier business travel and meetings trade organization** serving members and stakeholders across six continents. GBTA and its **8,500+ members** represent and advocate for the \$1.48 trillion global business travel and meetings industry.

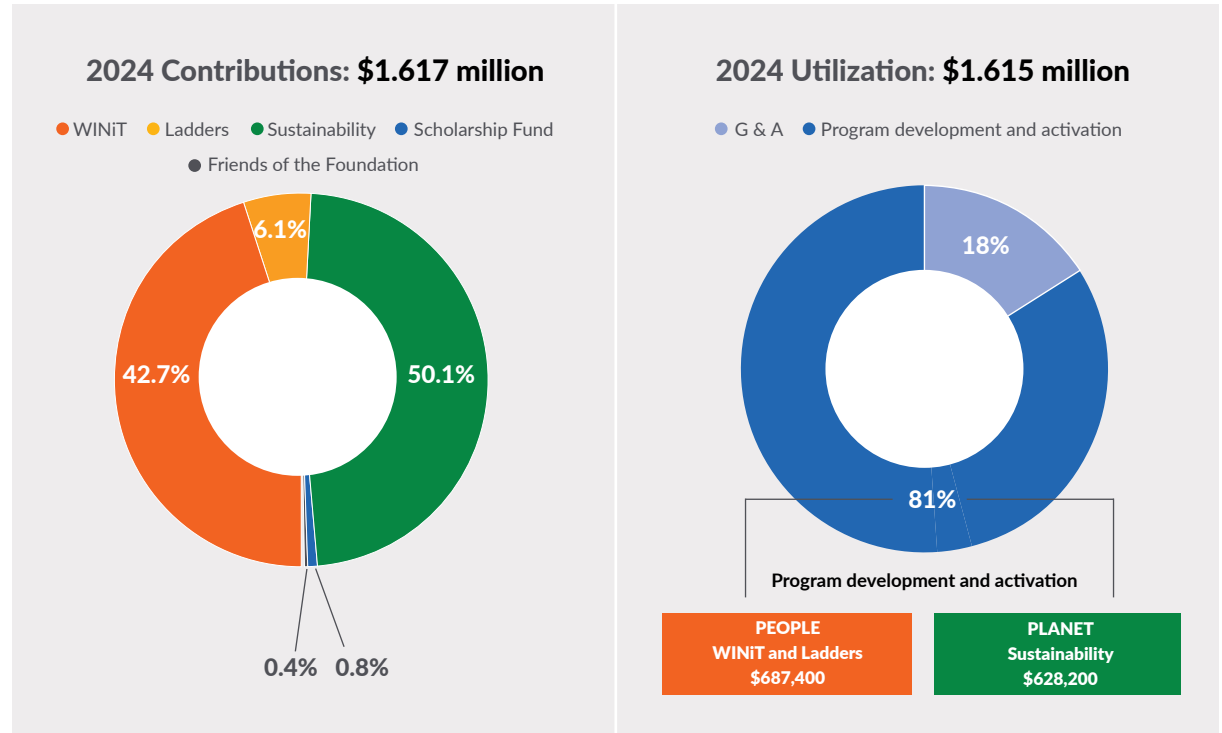
GBTA Foundation is the **leading force** empowering a **resilient future** for both People and the Planet. It achieves this through the world's largest network of business travel professionals, driving **collective action** and advocacy.

“One of the GBTA Foundation's greatest strengths is unparalleled access. Through the close partnership with the Global Business Travel Association, the Foundation has a direct line to decision-makers across the entire global travel ecosystem—an advantage we proudly call our superpower. This exceptional connection shapes our mission and drives the programs that empower our industry and its people at every level.”

Suzanne Neufang

Chief Executive Officer, GBTA; GBTA Foundation Board of Directors

Snapshot of GBTA Foundation's 2024 Financials



Champion Our Mission – and The Business Travel Industry

When you make a donation to the GBTA Foundation, you're **investing in the business travel industry's future** by tackling sustainability challenges, creating a vibrant workforce, closing the travel-accessibility gap, and much more. And you're helping us **galvanize the business travel community** to build skills, transfer knowledge, and create solutions.

In 2024, we launched the inaugural GBTA Foundation Scholarship Fund, which will support the Foundation's People and Planet programs with a focus on women in leadership, the future of the workforce, and sustainable business travel. Because of the incredible generosity of our partners, and a special matching gift from Dave Hilfman, we look forward to awarding the **first round of scholarships** in 2025.

The GBTA Foundation depends on **support from the industry** to collaborate on solutions and drive transformative change. Funding makes possible scholarships, career mentorship efforts, educational initiatives, and capacity building projects in the areas of sustainability, workforce development, and more.

FRIENDS OF THE FOUNDATION: A NEW WAY TO SUPPORT OUR MISSION

Support of the GBTA Foundation's work is all about **investing in the future of our industry**. In addition to funding specific GBTA programs and initiatives, companies and individuals now have the option to support the Foundation's overall mission, on an unrestricted basis, as [Friends of the Foundation](#).

20% increase in contributions compared to the previous year.

750+

attended professional development events

200+

women and ally mentors and mentees from 16 countries

10TH
ANNIVERSARY

Elevating Women’s Voices: GBTA WINiT

GBTA WINiT celebrated its 10th anniversary in 2024 by expanding its vital mission of driving career development for women in the global travel industry. We do this by supporting female professionals and their allies through expert guidance, career development workshops, and community-building initiatives. Here’s how:

TAILORED SUPPORT. In 2024, WINiT’s [One-to-One Mentorship Program](#) delivered essential personalized guidance for career advancement.

HONORING AND EMPOWERING. Over 200 advocates gathered at GBTA WINiT’s [2024 Global Leadership Summit and Awards Gala](#), held at the spectacular TWA Hotel in October at New York’s JFK International Airport. Bringing together professionals of all levels to positively transform careers and lives, attendees included mentors, mentees, executive leaders, members of the WINiT community, and GBTA representatives.

GOING GLOBAL. GBTA WINiT experienced significant global expansion in 2024, with three new chapters established in Mexico, Canada, and Europe.

ADVANCING WOMEN. GBTA WINiT’s [2024 Survey Women Shaping Business Travel](#), the Path to Parity 2035 commitment, and the Foundation’s commitment to the [U.N.’s Women’s Empowerment Principles](#), were all actionable examples of steps taken last year to support and promote women’s success.



“Sustainability isn’t just about the environment—it’s also about building a strong, thriving workforce. As the global business travel industry evolves, cultivating the next generation of leaders is a top priority. I’m proud of the GBTA Foundation’s commitment to developing a sustainable talent pipeline. Investing in people is just as critical as investing in the future of travel.”

Caroline Strachan
CEO, Festive Road; GBTA Foundation Board Member

3
non-U.S. WINiT chapters established

6
Pinnacle Award Winners recognized at the annual WINiT Gala



The Journey Forward: Motivating Change

GBTA's landmark 2024 survey on "Women Shaping Business Travel" revealed that while women in the industry are well-represented overall, they lag in the executive ranks. Leadership development programs for women are limited, and while women occupy most account management positions, they're underrepresented in technical and product-oriented roles. As a result, the GBTA Foundation:

- Became a signatory to the United Nations' Women's Empowerment Principles joining 10,000 others in committing to advance gender equality in the workplace, marketplace, and community. This strategically puts the Foundation at the center of global efforts to advance women in high-level corporate leadership, treat all individuals in the workplace fairly and without discrimination, support employee health, well-being and safety, and more – all of which strengthens our industry.
- Established the WINiT "Path to Parity," committing to a goal of 50/50 gender parity in business travel leadership by 2035. This ambitious blueprint's milestones for women include significant acceleration in allied member signatories, training and mentoring future leaders, and projected quantitative increases in women executives in the field.



“ Women in our industry have diverse experiences—some feel their gender has never been a barrier, while others may have had a different experience. The power of WINiT lies in its ability to meet women where they are. Through the annual Summit, professional mentorships, and year-round education, WINiT provides the support, insights, perspective and opportunities that empower all women, at every stage of their career journey.”

Beth Kinerk
Senior Vice President of Global Sales, Avis Budget Group, Inc.; GBTA Foundation Board Member

175+

mentors and mentees in 2024
Ladders season

12

virtual professional development
webinars and meet-ups

16

countries represented

10TH

ANNIVERSARY

Cultivating Talent: GBTA Ladders

- How can strategic partnerships help the globalization of travel platforms?
- What will embracing AI look like, and how can travel companies apply this technology?
- How can public and private parties come together to drive regulatory and infrastructure changes that the world needs?

Since collaboration among governments, travel-industry stakeholders, and technology companies is crucial, these were the questions posed in May to teams gathered in Chicago at the **2024 Ladders Summit – its 10th anniversary season** – entitled “Shaping the Future of Travel Through Radical Collaborations and Partnerships.”

Fifteen Ladders teams actively addressed these challenges through skill-building workshops, collaborative capstone projects, strategic vision exercises, and direct engagement with industry leaders, resulting in tangible outcomes.

In 2024, Ladders . . .

- Increased international participation with 16 countries represented
- Enabled development of leadership skills as reported by mentors
- Increased mentees’ confidence and industry knowledge overall
- Delivered important content from industry leaders
- Created real solutions to real-world challenges
- Presented prestigious Founder and Legacy awards
- Shared top projects at GBTA Convention



15

radical collaboration ideas presented

150

new leaders mentored



A LADDERS-TO-INDUSTRY DELIVERABLE: GBTA ACCESSIBILITY TOOLKIT

The GBTA Foundation's **Accessibility Toolkit**, released in 2024, was a direct result of insights that emerged from Ladders Season 8, two years ago, thus illustrating the **program's remarkable alignment** with current and future trends. In a full circle moment, the Toolkit (See page 10) was unveiled to participants at the 2024 Ladders Summit.

BUILDING A PIPELINE OF TALENTS FOR THE INDUSTRY

2024 marked the culmination of groundbreaking planning: a bold new program poised to attract new audiences to business travel. Get ready for 2025, when we unleash an accelerated workforce-pipeline initiative! We're not just addressing a talent shortage; we're building a dynamic ecosystem where young and underrepresented talent will enter and excel in the business travel eco-system. This initiative will expand the impact of Ladders, evolving it from mentorship into a comprehensive career launchpad and a sustainable workforce pipeline.

Imagine: industry veterans collaborating with rising stars to fuel innovation and future-proof business travel. **The future of business travel is arriving – and it starts in 2025.**



“ In the business travel industry, as in any other, true progress happens through engaging people. Empowering and educating talent is the key to driving meaningful change. Ladders provides a unique opportunity to foster leaders and emerging leaders collaborating on real industry challenges, gain hands-on experience, and expand their perspectives. It's an incredibly effective incubator program that cultivates the next generation of innovators in business travel.”

Leslie Andrews

Global Category Leader -Travel, JLL; GBTA Foundation Board Member

Making “Accessibility For All” Top Of Mind: The GBTA Accessibility Toolkit

THE ACCESSIBILITY OPPORTUNITY IN BUSINESS TRAVEL

Addressing accessibility challenges has emerged as a **strategic priority for the business travel industry.**

- There is still a significant gap in understanding traveler differences and how these translate into various needs.
- These requirements span beyond physical disabilities to encompass mental health, neurodivergence, temporary conditions, age-related needs, invisible illnesses, allergies, and chronic pain.
- The imperative for accessibility is not just moral but also strategic, aligning with legal obligations, expanding market reach, and enhancing corporate image and employee satisfaction.

Why care about accessibility in business travel?

 <p>Duty of Care Travel managers have a responsibility to support their travelers and manage risks.</p>	 <p>DEI Objectives Companies must provide equitable working conditions and opportunities for all.</p>
 <p>ROI of Travel Lack of accessibility creates an environment where travelers spend more time and energy to deliver on their company's investment.</p>	 <p>Future of Workforce Employees with accessibility requirements are a needed and valuable portion of an already lagging travel workforce.</p>

A GUIDE TO INSPIRE ACTION

The [Accessibility Toolkit](#), developed by GBTA Foundation in collaboration with the Inclusion & Culture Committee and the Accessibility Task Force, is a guide to help travel managers and buyers create more accessible policies and practices in their business travel programs.

- It includes **recommendations based on industry best practices** around travel policy, traveler communication, supplier engagement, and point-of-sale.
- The toolkit also lays out the key challenges in accessible business travel and **how the industry can collaborate on a path forward.**

Travel buyers, travel management companies (TMCs), consultants, online booking tools (OBTs), and suppliers should use this toolkit as a **guide to inspire action**, both in improving accessibility in individual programs but also in the collective effort to create a seamless travel landscape for all business travelers.

A business philosophy in which “all are welcome” can be a game-changer on three different levels – the workforce, the workplace, and the marketplace. You’ve got to understand yourself, then understand where the other person is coming from, and finally figure out how to work together across differences – and leverage from those differences. That respect is part of the DNA of all of GBTA’s “People” initiatives.

Tyronne Stoudemire
Senior VP, DEI, Hyatt; GBTA Foundation Board Member

800+

participants at the third annual **Sustainability Summit in Copenhagen**

1000+

downloads of **Sustainable Procurement Standards** across 3 sets of standard questions for aviation, hotel, and ground transport

\$4.2b

aggregate travel spend of companies across the globe aligning with GBTA Sustainable Procurement Standards

Accelerating Sustainable Practices: GBTA Sustainability

BUILDING A SUSTAINABLE FUTURE FOR BUSINESS TRAVEL: FROM WORDS TO ACTION

GBTA's 3rd annual [Sustainability Summit 2024](#), held in Copenhagen in November, brought together over 800 corporate travel buyers, suppliers, policy leaders, and industry executives to chart a more sustainable future for business travel. The one-day, high-level event took place in a pivotal year for the global political landscape – but there was no better time to reinforce our collective voice and align around a pathway forward.



SENDING A HARMONIZED DEMAND SIGNAL FOR SUSTAINABLE SUPPLIERS

In 2024 GBTA launched the GBTA [Sustainable Procurement Standards](#), a consolidated bank of People + Planet questions for procurement that aligns with international sustainability standards.

- Provides global, harmonized **procurement questions** for corporate travel managers that align with sustainability standards
- Moves the \$1.48 trillion business travel industry towards suppliers **committed to sustainability**
- Was developed in collaboration with the Sustainability Committee, with more than **50 leading** business travel companies, non-profits, and industry associations consulted

CONVENING SUSTAINABILITY LEADERS AND INNOVATORS AT NEW YORK CITY CLIMATE WEEK

For the first time, the GBTA Foundation, along with co-hosts **IHG Hotels & Resorts, IDEO, Accenture, American Express Global Business Travel, Delta Air Lines, and Hertz**, brought together 80 of sustainable travel's most innovative leaders during **2024 Climate Week NYC** to spark dialogue about the decarbonization of business travel.

CREATING SUSTAINABLE TRAVEL MANAGEMENT LEADERS

GBTA's [Sustainable Travel Management](#) course, in partnership with GBTA Foundation, boasting 80+ participants (virtual and in-person) in 2024, focuses on the practical application of climate action and the management, reduction, and tracking of carbon emissions from business travel.

241

companies participated in the inaugural benchmark for the Sustainability Acceleration Challenge

\$14b

in cumulative business travel expenditures

4

categories and 15 action levers related to decarbonizing business travel

23

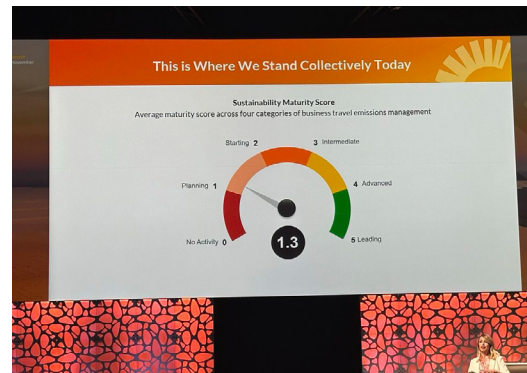
companies publicly committed to improving their score in 2025



Rising To The Challenge: Global Business Travel’s Largest Sustainability Benchmark To-Date

The Sustainability Acceleration Challenge mobilizes organizations of all sizes and across all geographies to start, advance, and accelerate the integration of practices that reduce business travel emissions.

Findings from GBTA’s Sustainability Acceleration Challenge were presented at the **2024 Sustainability Summit in Copenhagen**. The Challenge is an **industry-first annual global benchmarking effort**, developed in collaboration with Accenture, to evaluate the current state of business travel programs and the actions organizations are taking to decarbonize them.



As of 2024, which is the first baseline year for the Challenge, the overall global sustainability maturity score across all industry sectors stands at 1.3 out of 5

Among the findings: organizations have much work to do to accelerate the integration of practices if they are to materially reduce their business travel emissions in line with corporate Net Zero targets by 2050. [Detailed results here.](#)

“Our industry must continue to advocate for cross-industry action and progress on sustainability, both for people and the planet. This is not just a trend but a necessity. Travel buyers in particular can really motivate change in the industry by signaling their demand for more sustainable travel services, and channeling investments towards suppliers that remain committed to do business responsibly.”

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

What's Next: Building The Workforce, Advancing Decarbonization

Looking forward, 2025 and 2026 will focus on growing, deepening and increasing the reach and impact of the Foundation's efforts within the People and Planet pillars.

FOR PEOPLE . . .

- With WINiT, the longer-term vision for women in the workforce will continue its realization in **Path to Parity 2035**, as well as in a commitment to further expand internationally.
- With Ladders, the upcoming **Ladders Season 12 Global Cohort** will be an important part of the development of the much-needed industry leadership pipeline.
- The 2025 rollout of a **new Future of the Workforce initiative** will go a long way to integrating all our work on behalf of the global business workforce and making possible our outreach to whole new audiences.
- And in 2025, our efforts to make business travel accessible for all will be seen in the expanded reach of the **Accessibility Toolkit**. Availability of the toolkit in four new languages will build industry momentum for this important initiative by helping it reach new audiences.



AND FOR PLANET . . .

- We'll be tackling barriers to adoption of critical decarbonization solutions with the launch of **Sustainable Aviation Fuel (SAF) Corporate Connect**, a platform that will provide neutral, science-based information around SAF.
- We'll be building upon the **Acceleration Challenge** benchmark achieved in 2024 by continuing to develop a global and company-specific pathway to integrate sustainable business travel practices.
- We'll be helping travel buyers recognize and select suppliers committed to sustainability by creating **Scorecards templates** with which they can internally weigh and analyze supplier sustainability data.



“One of the most important things the GBTA Foundation does is create a unique and very powerful platform, on which people can really make a difference — not just to their organization, but to their industry, and indeed to the planet as a whole. I’m very proud of that.”

Paul Abbott
 American Express Global Business Travel; GBTA Foundation
 Board Chair

Our Partners in Purpose

Our success is made possible by the collective generosity of our corporate partners and the passionate support of our [individual donors](#). Thank you.

\$100,000+



\$75,000-\$99,999



\$50,000-\$74,999

\$25,000-\$49,999



\$10,000-\$24,999

\$5,000-\$9,999



\$1,000-\$4,999





The [GBTA Foundation](#) is the non-profit, cause-led arm of the [Global Business Travel Association](#) (GBTA). The Foundation re-launched in 2022, and is an IRS- designated 501(c)3 legal entity that operates separately from, but under the auspices of, the 501(c)6 trade association. The Foundation is a catalyst for positive change for every individual and organization who relies on business travel. Our programs inspire and enable the business travel ecosystem to lead with purpose – providing the platform, resources, and tools necessary to build a resilient future for the industry.