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**THE BTA FORGES AN AUSTRALIAN ALLIANCE -  
AS THE ASSOCIATION OF TRAVEL MANAGEMENT COMPANIES AND BTA COME TOGETHER**

**22nd February 2024** – The Business Travel Association (BTA) has signed up to an exciting new alliance with the Australian organisation the Association of Travel Management Companies (ATMC).

The Association of Travel Management Companies (ATMC) is a travel industry organisation that aims to represent and promote business travel throughout Australia. It is committed to the development of close working relationships with the Australian Federation of Travel Agents, as well as with major travel industry suppliers including airlines, hotel companies and car rental providers in their sector.

This strategic alliance unites the BTA and ATMC, creating a powerful partnership dedicated to championing the interests of their members and business travellers across a wide area. By working together, both organisations can tackle shared challenges, collaborate on impactful initiatives, and amplify the voice of the Travel Management Company community within their respective markets.

**Clive Wratten, CEO of the BTA**, said "We recognise the power of working together across global markets. Joining forces with ATMC is a crucial step towards a more coordinated and strategic approach for Travel Management Companies worldwide. This alliance is just the beginning; we envision expanding it to involve deeper collaboration with other key markets. Many TMCs operate across borders and by working together on behalf of all of our members, I am confident that we can create lasting change for the better."

**Tass Messinis, Chair of the ATMC**, said "Our partnership with the BTA will allow us to come together to develop specific initiatives that directly benefit our members and the wider travel industry. The BTA's unique understanding of the UK market, coupled with our combined expertise, unlocks immense potential for shaping a better global travel experience."

The new alliance begins this month.

**-ENDS-**

**Notes to Editors**

[Click here](#) to download a photo of Clive Wratten.

[Click here](#) to download a photo of Tass Messinis.

**About the BTA**

The BTA is the leading authority on business travel - working collaboratively across the industry and with Government to promote the vital role that business travel and events play in the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. Its TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. The BTA

focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the well-being of travellers.

For more information on BTA please visit: [www.thebta.org.uk](http://www.thebta.org.uk) or call 020 3657 7010.

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