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THE BTA EXPANDS GLOBAL ALLIANCE WITH ATMC TO INCLUDE GEBTA

16th July 2024, London – The Business Travel Association (BTA) is delighted to announce the expansion of its alliance with the Association of Travel Management Companies (ATMC) to now include the Guild of European Business Travel Agents (GEBTA).

GEBTA is dedicated to representing and promoting the interests of business travel agents in Spain, one of the most dynamic markets for corporate travel in the EU. This strategic expansion brings together three leading travel industry organisations committed to enhancing the business travel sector globally.

Clive Wratten, CEO of the BTA, said: “We are thrilled to welcome GEBTA into our growing alliance. This partnership is a testament to our commitment to foster global collaboration and innovation in the business travel industry. By joining forces with GEBTA and ATMC, we are better positioned to address common challenges and advocate for the interests of Travel Management Companies (TMCs) worldwide.”

Tass Messinis, Chair of ATMC, added: “Our partnership with BTA and the inclusion of GEBTA is a significant milestone. This expanded alliance allows us to leverage our combined expertise and resources to benefit our members and the broader travel industry. We look forward to working closely with GEBTA to develop initiatives that will drive positive change in the business travel sector.”

Marcel Forns, General Manager of GEBTA, said: “Joining this alliance is an exciting opportunity for GEBTA. We are eager to collaborate with the BTA and ATMC to enhance the value we provide to our members and to advocate for higher standards and innovation in business travel.”

This expanded alliance signifies a commitment to building stronger connections and enhancing the collective capabilities of its members. Together, The BTA, ATMC, and GEBTA are positioned to usher the business travel industry into a new era of collaboration and prominence.

-ENDS-

Notes to Editors

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 or call 020 3657 7010.

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