



## **ETIHAD AIRWAYS JOINS THE BUSINESS TRAVEL ASSOCIATION AS A NEW PARTNER**

*21<sup>st</sup> October 2024* – The Business Travel Association (BTA) is delighted to announce that Etihad Airways, one of the world's leading airlines, has joined the Association as a valued partner. This partnership reinforces Etihad's and the BTA's commitment to driving innovation in the business travel sector.

Etihad has been at the forefront of pioneering eco-friendly aviation initiatives, and their involvement with the BTA aligns with the Association's goals of transforming business travel to be more efficient and globally connected.

**Louise Perrin**, Sales Manager Business Travel UK & Ireland, Etihad added:

“We are excited to be joining the BTA and working closely with such a highly regarded industry association and their Travel Management Company members. This is an extremely important sector for Etihad. We see real value in understanding the individual TMC business models and working together in partnership through the challenges ahead for our industry.”

**Clive Wratten**, CEO of the BTA, commented:

“We are thrilled to welcome Etihad Airways into the BTA community. Their commitment to innovation mirrors our mission to enhance and evolve business travel in a responsible way. Etihad's expertise in long-haul and corporate travel will greatly benefit our members as we work together to shape the future of business travel.”

**Ends**

**Notes to Editors:**

### **About The BTA**

The BTA is the authority on business travel. Working collaboratively across the industry and with the government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. It's 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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