



PRESS RELEASE

UNDER EMBARGO UNTIL TUESDAY, 1 OCTOBER 2024

BTA/ATMC/GEBTA ALLIANCE LAUNCHES LANDMARK WHITE PAPER ON CONTENT FRAGMENTATION IN THE TRAVEL INDUSTRY

Gibraltar, 1 October 2024 – The Business Travel Association (BTA), the Australasian-based Association of Travel Management Companies (ATMC), and the Guild of European Business Travel Agents (GEBTA) – in collaboration with Black Box Partnerships – have unveiled a groundbreaking white paper addressing the growing challenge of content fragmentation in the travel industry.

The white paper, commissioned by the BTA/ATMC/GEBTA Alliance and produced by Black Box Partnerships, explores the critical role Travel Management Companies (TMCs) play in mitigating the increasing levels of fragmentation.

The white paper was released at the BTA Autumn Conference in Gibraltar, where the findings were discussed in a panel session featuring the BTA's CEO, Clive Wratten, ATMC's chairperson, Tass Messinis and GEBTA's General Manager, Marcel Forns Bernhardt. The discussion was chaired by Raj Sachdave, Managing Partner at Black Box Partnerships.

Drawing on global insights and research, the white paper examines cross-border contributions from TMCs, corporate buyers, and suppliers across airlines, accommodation, aggregators, ground transportation, and technology providers. It outlines strategic recommendations for enhancing service delivery, creating value for corporate travellers, and maintaining competitiveness in a rapidly evolving landscape.

Clive Wratten, Chief Executive Officer of the BTA commented on the white paper: *"Content fragmentation is rapidly reshaping how corporate travel operates. This report not only outlines the challenges but offers a path forward for TMCs to bring together and manage their content portfolios, ensuring smoother operations and an enhanced experience for corporate travellers. It's crucial for suppliers to recognise the TMC community as a valuable distribution partner, capable of bridging the gaps in content and driving greater collaboration across the travel ecosystem."*

Tass Messinis, Chairperson of ATMC: *"The complexity of content fragmentation has far-reaching implications for TMCs, particularly in markets like Australia, where regional nuances and global dynamics intersect. This white paper highlights key areas where TMCs can leverage innovation and collaboration to better serve business travellers in an increasingly fragmented landscape."*

Marcel Forns Bernhardt, General Manager of GEBTA: *"In Europe, we see the challenges of content fragmentation playing out across borders, impacting both pricing and service delivery. This paper offers essential insights and practical strategies that will help TMCs, suppliers, and corporate clients navigate these complexities while maintaining a competitive edge."*

Leigh Cowlshaw Managing Partner of Black Box Partnerships added: *"This white paper represents a significant step in addressing one of the most pressing issues faced by the corporate travel industry today. Our goal is to help businesses adapt to this complex environment by providing actionable insights and solutions."*

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

Media Contacts

Victoria Naylor-Leyland / Anshika Nagar

Email: victoria@pembrokeandrye.com / anshika@pembrokeandrye.com

Mobile: +44 (0)7899 9890908 / +44 (0)7570 662925

About Black Box Partnerships

Black Box Partnerships is a management consultancy in the travel, transport and technology space, we are **trusted and impartial**.

We help customers in the corporate travel, meeting and events sectors gain a positive yet realistic understanding of the challenges and opportunities they face right now and in the future; through research-led analysis, we collaborate with them to effect change, be that incremental improvement or major transformation.

Our obsession is delivering increased value and profitability through sustainable business performance and structured facilitation; and we use our expertise to bring a sharp, commercially savvy edge to business transformation.

For more information on Black Box Partnerships please visit:

www.blackboxpartnerships.co.uk

LinkedIn:

www.linkedin.com/company/black-box-partnerships