

# **Business Travel Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Traveler (Solo, Group), By Purpose (Marketing, Meetings, Trade Shows, Product Launch, Others), By Industry (Corporate, Government), By Region & Competition, 2019-2029F**

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## **Abstracts**

The global Business Travel Market was valued at USD 1.37 Billion in 2023 and is expected to reach USD 2.28 Billion by 2029 with a CAGR of 8.92% during the forecast period. According to the Global Business Travel Association (GBTA), the 2024 Business Travel Index Outlook, released at the GBTA Convention in Atlanta, forecasts business travel spending to reach USD 1.48 trillion by the end of this year, surpassing the previous record of USD 1.43 trillion in 2019.

The growth is expected to continue annually, with business travel spending projected to exceed USD 2.0 trillion by 2028. The report, which is based on data from 72 countries across 44 industries, also includes insights from a survey of 4,100 business travelers in 28 global markets, covering travel frequency, preferences, corporate card usage, and more. In GBTA's regional analysis, Asia Pacific is predicted to lead as the largest spender on business travel in 2024, accounting for over 41% of global spending. North America is expected to be the second-largest spender, contributing 26.7% of global expenditure, followed closely by Europe at 26.4%. Latin America is forecasted to account for 3.6%, while the Middle East is projected to contribute 2%.

## **Market Drivers**

Globalization and International Trade Expansion

Globalization has significantly impacted the business travel market by fostering international trade and economic cooperation. As companies expand their operations across borders, they need to establish relationships, attend conferences, and manage operations in multiple countries. With increasing global trade, more professionals travel internationally for meetings, negotiations, and partnerships, creating a strong demand for business travel. This global connectivity also promotes a more dynamic workforce where cross-border collaboration is essential. The rise of multinational companies requires business executives and employees to visit different markets, driving travel demand. In addition, with the digital tools for remote working, businesses still recognize the irreplaceable value of in-person interactions. Whether for face-to-face negotiations or networking at international trade events, business travel remains a fundamental component in maintaining global relationships and sustaining growth in foreign markets.

### Corporate Growth and Expansion

The expansion of businesses, particularly in emerging markets, is another key driver of the business travel market. As companies grow, especially in sectors like technology, finance, and consulting, they require frequent travel for meetings, trade shows, market research, and establishing new partnerships. Startups and established firms alike are increasingly engaging in global expansions, necessitating travel for business development and operational management. Moreover, corporate leaders and professionals involved in international ventures must frequently visit new offices or manufacturing sites to ensure smooth operations and manage day-to-day activities. With companies continually looking to increase their market share and enhance their global presence, the demand for business travel continues to rise. Additionally, major industry events like product launches, conventions, and trade shows often require significant travel to stay competitive. According to the Global Business Travel Association (GBTA), total business travel spending rose by 47 percent to USD 1.03 trillion in 2022, recovering from two years of quarantines, closed borders, and Zoom meetings. Accommodation accounted for 38 percent of those receipts, while food and beverage spending made up 19 percent. Eighteen percent of travel expenditures were allocated to air travel, and 13 percent went toward ground transportation. Business travel expenditures were rise by a further 32 percent in 2023, driven by pent-up demand, the return of in-person meetings and events, improving economic conditions, and reduced fears of recession. Inflationary pressures also contributed to the growth in receipts, with spending increasing at a faster rate than travel frequency.

### Post-Pandemic Recovery and Return to In-Person Meetings

The COVID-19 pandemic had a dramatic impact on the business travel industry, with virtual meetings and remote work becoming the norm. However, as the global economy recovers, there has been a strong resurgence in business travel as organizations recognize the importance of in-person collaboration for building relationships and fostering innovation. Many professionals value face-to-face interactions for negotiations, team-building, and strategic discussions, as these meetings can lead to more effective communication and decision-making compared to virtual interactions. With the adoption of safety measures and vaccination programs, companies are comfortable with the idea of resuming travel. Additionally, the pandemic has highlighted the necessity of reconnecting physically to adapt to new business environments and market demands, creating a pent-up demand for in-person events and face-to-face collaboration.

## Key Market Challenges

### Rising Travel Costs

One of the most significant challenges facing the business travel market is the rising cost of travel, particularly for airfares, hotel accommodations, and transportation. Several factors contribute to this increase, including inflation, fuel price fluctuations, and supply chain disruptions. Airlines, for instance, have raised ticket prices due to higher fuel costs, limited capacity, and operational inefficiencies. Hotel prices have also surged as the hospitality industry recovers from the pandemic and faces staff shortages, which can affect the availability of rooms and services. For companies, rising travel costs can significantly strain budgets. Frequent business travelers, especially those with international commitments, may find it challenging to secure affordable flights or accommodations, leading to cost overruns. This, in turn, might prompt businesses to reconsider the frequency of travel, seeking alternatives such as virtual meetings, which can undermine the purpose of business travel—building personal relationships and fostering collaboration. Additionally, small businesses or startups may find it particularly challenging to manage travel expenses, limiting their global expansion efforts and networking opportunities. Managing corporate travel policies to balance cost-efficiency and necessary travel remains a critical issue for organizations as they navigate these rising costs.

### Health and Safety Concerns

Health and safety have become a significant concern in the post-pandemic era. While COVID-19 might be under control in many regions, the threat of new variants, travel

restrictions, and health protocols continues to create uncertainty in the business travel market. Employees are more cautious about traveling, especially to areas with high infection rates or inadequate healthcare systems. Companies must also consider the safety of their employees, making it crucial to stay updated on travel advisories, local health regulations, and insurance policies.

In addition to the pandemic, other health-related issues like mental health are gaining attention. Travel can be physically exhausting, and frequent travel may lead to burnout, stress, and reduced productivity. Employers are increasingly recognizing the importance of supporting employee well-being while on business trips, which may include access to health services, mental health support, and flexibility in travel schedules. Businesses need to implement strategies that minimize the health risks associated with travel, such as providing proper training, vaccinations, and accommodations that prioritize health.

## Key Market Trends

### Hybrid and Remote Work Integration

A major trend in the business travel market is the increasing integration of hybrid and remote work models. Following the COVID-19 pandemic, companies worldwide adopted remote work as a standard practice. This shift has fundamentally changed the nature of business travel. While in-person meetings and travel were once essential for collaboration and productivity, businesses are now balancing remote work technologies with the need for face-to-face interactions. Hybrid work models have created a more flexible approach to business travel. Companies are rethinking travel schedules and are more selective about when in-person meetings are truly necessary. Remote work tools like video conferencing, virtual collaboration platforms, and cloud-based project management software have allowed businesses to maintain operations without the need for constant travel. However, as the world recovers from the pandemic, businesses recognize that certain aspects of teamwork, such as relationship-building, innovation, and high-level negotiations, still benefit from in-person meetings. This trend has led to a more strategic approach to business travel, with companies emphasizing fewer but more purposeful trips. Employees now travel for specific reasons, such as attending conferences, closing deals, or fostering client relationships, while relying on digital tools for routine interactions. The overall result is a more efficient, cost-effective, and sustainable travel strategy, as businesses seek to optimize travel while leveraging technology.

### Increased Focus on Sustainability

Sustainability is becoming a key trend within the business travel market. As environmental concerns continue to rise, businesses are placing more emphasis on reducing their carbon footprint. Air travel, which is a major contributor to global emissions, has been scrutinized, and companies are seeking ways to minimize their environmental impact without compromising the benefits of in-person meetings. Many companies are adopting policies that prioritize sustainable travel practices. This includes choosing eco-friendly accommodations, using carbon offset programs, and promoting greener transportation options such as electric cars or trains for short-distance travel. Additionally, companies are increasingly encouraging employees to limit unnecessary travel and adopt virtual meeting alternatives whenever possible. Furthermore, the rise of eco-conscious travelers has prompted airlines, hotels, and transportation companies to adopt sustainability certifications and initiatives to cater to the growing demand for green travel options. Travelers are also becoming more mindful of their carbon footprint and are often choosing businesses that align with their environmental values.

### Technology Integration and Digitalization

Technology is increasingly shaping the business travel market, enhancing the traveler experience and improving operational efficiency. From the booking process to travel management and on-the-ground operations, technology has streamlined nearly every aspect of business travel. The rise of AI-powered travel platforms, for example, allows businesses to automate the travel booking process, saving time and improving efficiency. These platforms can track spending, manage itineraries, and recommend personalized travel options. Travelers benefit from more seamless experiences, with mobile apps offering real-time updates, digital boarding passes, and instant access to information. Another notable technological development is the growth of 'smart' travel, including the use of biometric identification and facial recognition technology at airports, which accelerates security screening and reduces wait times. This technological innovation makes business travel smoother and less stressful for frequent travelers. Moreover, companies are increasingly adopting digital travel expense management systems. These systems automatically track and categorize expenses, reducing the need for manual reporting and helping businesses maintain tighter control over travel budgets. Through these innovations, business travelers can focus more on their work and less on logistics.

### Segmental Insights

## Traveler Insights

The solo business travelers segment holds the largest revenue share in the business travel market due to several key factors. As more companies embrace globalization, individual professionals are increasingly required to travel alone for business purposes, whether it's for meetings, conferences, or client negotiations. The need for personal networking, face-to-face meetings, and relationship building drives this segment's growth, as solo travelers typically handle these tasks themselves, without the need for a team to accompany them. Solo business travelers often have specific needs, such as flexibility, convenience, and efficiency, which further boosts the demand for tailored services. These travelers typically prioritize streamlined booking processes, personalized itineraries, and time-saving travel options. Consequently, travel agencies and corporate travel platforms have developed specialized services to cater to these demands, offering easy-to-use booking systems, loyalty programs, and access to exclusive airport lounges to enhance the overall travel experience.

Additionally, the rise of remote work and flexible work schedules has contributed to the increase in solo business travel. Professionals, especially freelancers, consultants, and entrepreneurs, often travel alone to attend industry events, meet clients, or close deals. These individuals value efficiency, cost-effectiveness, and the ability to manage their own schedules, which drives the demand for customized business travel packages. Furthermore, solo business travelers are often more willing to invest in premium services for comfort, safety, and convenience, such as expedited security clearances or private transport, further driving the revenue share in this segment. Their ability to make independent decisions and flexible travel arrangements ensures that the solo business travel segment remains the dominant revenue driver in the market.

## Regional Insights

North America holds the largest revenue share in the global business travel market due to a combination of factors, including its economic strength, high business activity, and robust infrastructure. The United States and Canada, as major economic hubs, have a substantial impact on the business travel industry. North American businesses, ranging from multinational corporations to startups, have a significant presence in global markets, driving frequent travel for meetings, conferences, and partnerships. The region also benefits from its strong corporate culture, where face-to-face interactions are highly valued for establishing relationships, negotiating deals, and closing contracts. Moreover, North America hosts numerous high-profile international conferences, trade shows, and industry events, attracting business travelers from around the world. Major cities like



New York, Los Angeles, Chicago, Toronto, and Montreal are key hubs for business travel, with world-class infrastructure and extensive flight connections, facilitating seamless travel for both domestic and international business professionals.

Additionally, the U.S. and Canada have been quick to adapt to technological advancements in the travel sector. Corporate travel management platforms, AI-powered booking systems, and advanced travel apps are widely utilized, making business travel more efficient and accessible. The region also has a high concentration of solo business travelers, contributing further to revenue generation as professionals seek convenient, customized travel options. The post-pandemic recovery has further fueled this trend, as businesses resume in-person meetings and events. With strong economic growth, a high concentration of global companies, and an emphasis on personalized services, North America is poised to maintain its leadership in the business travel market.

#### Key Market Players

American Express Company

BCD Group

Booking Holdings Inc.

Corporate Travel Management Limited

Expedia, Inc.

Tumodo, Inc.

CWT Global B.V.

Wexas Limited

Frosch International Travel LLC

Travel Leaders Group Holdings, LLC

#### Report Scope:

In this report, the global Business Travel Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Business Travel Market, By Traveler:

Solo

Group

Business Travel Market, By Purpose:

Marketing

Meetings

Trade Shows

Product Launch

Others

Business Travel Market, By Industry:

Corporate

Government

Business Travel Market, By Region:

North America

United States

Canada

Mexico

Europe



France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Business Travel Market.

### Available Customizations:

Global Business Travel Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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- 15.1. Key Focus Areas
- 15.2. Target Traveler
- 15.3. Target Industry

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