



PRESS RELEASE

Date : 6th January

NBTA Announces European Expansion

**NBTA Europe to Provide Business Travel Resources with Regional, Buyer-Led Model
*Network Launches with Six Affiliate Organisations***

The National Business Travel Association (NBTA) -- the largest global association for corporate travel professionals -- today announced a major expansion of its operations into Europe. **NBTA Europe** will provide corporate travel professionals in the world's second-largest business travel market with the first buyer-led, multinational European business travel and meetings network.

NBTA Europe launches with the cooperation of several partner associations: Danish Business Travel Association, the Iberian Business Travel Association of Spain, the Institute of Travel & Meetings (ITM) of the UK and Ireland, NBTA, Nederlandse Associatie voor Travel Management (Netherlands Association for Travel Management), the Norwegian Business Travel Association, and the Swedish Business Travel Association. Members of these partner associations will automatically be members of NBTA Europe for the networks' first year.

NBTA Europe is "*powered by ITM*," which means that the UK & Ireland association will manage the operation on behalf of NBTA. The network is led by a combination of buyer-led "Advisory Board" and "Partnership Council", with each of the partner associations retaining a seat on the council to ensure the network maintains a European feel and focus. The Advisory Board buyer and supplier members are to be announced in the coming weeks, but will be headed by Caroline Strachan, Global Category Leader for business travel at Astra Zeneca, for the first two years.

Speaking about the formation of the network, Caroline Strachan, the newly appointed Chairman of NBTA Europe, added "***NBTA Europe will bring a new collective business travel buyer voice to the European community. Together NBTA Europe members and partner organizations will take the issues we experience in each of our countries and create a truly representative position to discuss with industry and government.***"

Members of the NBTA Europe network will gain access to a unique suite of resources including networking opportunities, education and professional development, industry research, plus CSR and benchmarking tools. NBTA Europe will hold a number of events throughout the year including forums and an annual conference to bring together Europe's travel and meetings industry professionals for high level debate, discussion and networking. Details are to be announced soon.

NBTA Global President & CEO, Craig Banikowski, CCTE, C.P.M., CMM, commented on the network's focus on creating resources. ***"Europe is an important, complex market that deserves a cohesive, buyer-led network. The formation of NBTA Europe is designed to meet that need by bringing together travel and meetings stakeholders from across the continent. We will create new resources to help members advance their careers and drive greater travel value on behalf of their companies."***

Talking about the drive behind the creation of the network, NBTA Global Executive Director & COO, Michael W. McCormick said, ***"NBTA members and our European partners have told us that they want NBTA to help them tap into an integrated network of colleagues across the globe. NBTA Europe is the latest addition to NBTA's network of regional affiliates, which already connects members of organizations in Australia, Brazil, Canada, Mexico, and the United States. We're pleased to be expanding into one of the most dynamic and important business travel markets in the world, and to be doing so in partnership with ITM and five other national associations from across Europe."***

Paul Tilstone, the newly appointed Managing Director of NBTA Europe, added, ***"We have some great plans for this network in the year ahead. We will be able to make a real impact on the industry in Europe as we take the size and experience of NBTA, add it to the knowledge and passion of local European associations and use the drive and innovation of ITM. This is just the start of something great for the European business travel and meetings community."***

For details visit www.nbtaeurope.org .

About NBTA Europe

NBTA Europe is the only buyer-led business travel and meetings industry network across Europe. The network is part of the National Business Travel Association (NBTA), the world's premier business travel and corporate meetings organisation, with a role to lead debate, networking, education, advocacy, events and innovation in the business travel and meetings sector. NBTA Europe represents more than 2,000 regional corporate and government travel and meetings managers, as well as travel service providers. Members of the network collectively manage and direct more than €100 billion of global business travel and meetings expenditures annually on behalf of more than 3 million business travelers within their organisations.

NBTA Europe is powered by the Institute of Travel & Meetings (ITM). For more information, visit www.nbtaeurope.org.

About NBTA

The National Business Travel Association (NBTA) is the world's premier business travel and corporate meetings organisation. NBTA and its regional affiliates – NBTA Asia Pacific, the Brazilian Business Travel Association (ABGEV), NBTA Canada, NBTA Europe, NBTA Mexico, and NBTA USA – serve a network of more than 17,000 business travel professionals around the globe with industry-leading events, networking, education & professional development, research, news & information, and advocacy. NBTA members, numbering more than 5,000 in 30 nations, are corporate and government travel and meetings managers, as well as travel service providers. They collectively manage and direct more than US\$340 billion of global business travel and meetings expenditures annually on behalf of more than 13 million business travelers within their organisations. For more information, visit www.nbta.org.

About ITM

The Institute of Travel & Meetings UK & Ireland (ITM), previously the Institute of Travel Management, was established over 50 years ago to promote knowledge, networks and opportunities within the business travel sector. The association presently represents over 1,000 professional buyers and suppliers with a travel & meetings spend in excess of £34 billion per annum and over 50% of the FTSE 100.

Visit our website: <http://www.itm.org.uk> .