# **Convergence of Business Travel and Meetings & Events**

6<sup>th</sup> September 2018

# INNTEL

## **Agenda**

- 1. Introduction
- 2. Current Position
- 3. Future Position
- 4. Why is this happening

#### **Introduction**

- CEO of Inntel Meetings and Travel Management
- GBTA Europe Meetings Committee Chair
- Advisory panel member for Business Travel Show and Meetings Show
- Regular contributor at forums in USA & Europe
- Inntel 9<sup>th</sup> in C&IT Leading 50 Event Agencies
- Independently owned and member of Radius
- The average length of our top 20 clients is 9+ years and our client retention rate is 98%

### **Current Position**

Maturity - 7/10 (SMM) 5/10 (non SMM) 1.3% of companies revenue\* 25 - 30% of total travel Meetings & entertainment spend\* **Events 60 - 120% of corporate** air value\* 0.5 - 1% of annual gross sales\*

Maturity - 9/10 **Embedded Compliance Policies & Preferred Business Travel** networks **Accommodation** Visibility of spend

\$225bn - 43% related

meetings = \$96.75bn +

travel\*\*

<sup>\*</sup> GBTA research 2017

<sup>\*\*</sup>A study by the U.S. Travel Association

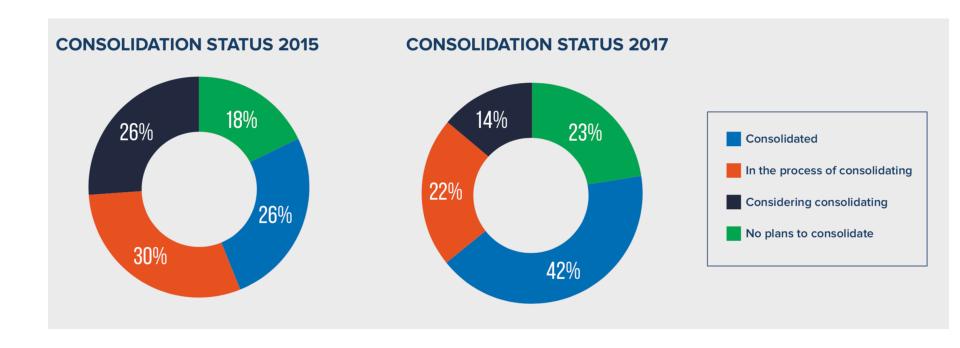
## **Current Position – Why not consolidating**



<sup>\*</sup> GBTA Foundation - "Consolidation - Two years later" December 2017







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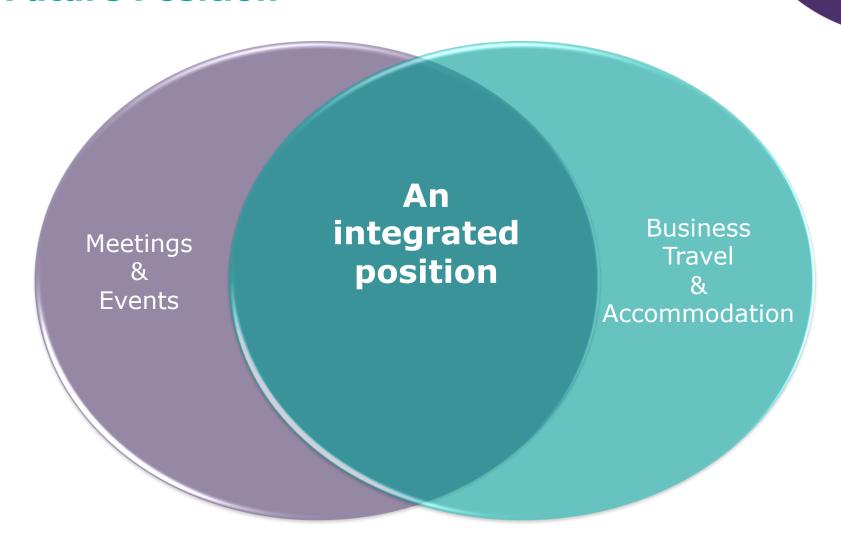
#### **Future Position**



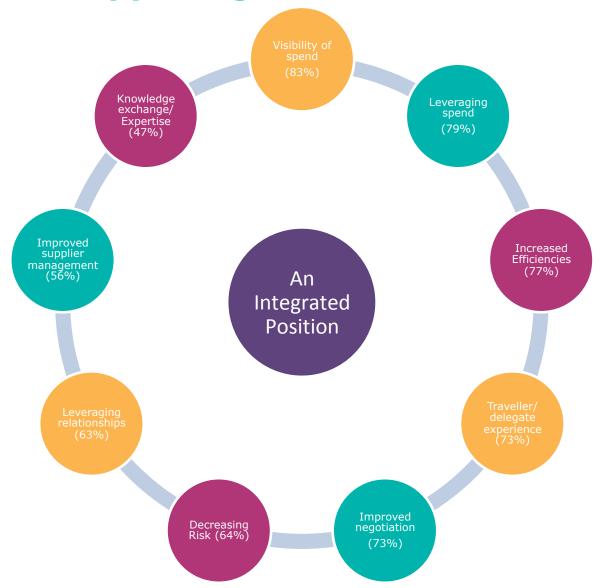
"Convergence is trending among travel and event departments at big companies. Fuelled by technology, it will only become more important to both sectors in the future if old-school thinking doesn't get in the way"

Andrew Sheivachman - Business Travel Editor - Skift

## **Future Position**



# Why is it happening?



#### How to do it

- 1. Engage with stakeholders
- 2. Collect data
- Explore technology solutions if any!
- 4. Invite different departments to meet
- 5. Prepare a business case and be ready
- 6. START SMALL

Questions and Answers & Thank you