



BT4Europe
European Network of Business Travel Associations

Press Release

FOR IMMEDIATE RELEASE

In Focus – BT4Europe Survey Highlights Growing Concerns Over U.S. Business Travel Restrictions

Brussels, 15 April 2025 – BT4Europe, the European Network of Business Travel Associations, today released the findings of a recent member survey examining the impact of new U.S. government policies on European business travel to the United States. The results indicate a rising level of concern among both travel managers and corporate travelers across Europe, particularly regarding potential denial of entry, deportation risks, and broader implications for international business operations.

The survey, conducted in early April 2025, gathered responses from a cross-section of European business travel associations. Key findings include:

- **Widespread Concern:** Most respondents indicated that short-term business travel to the U.S. has become a matter of concern. This includes increased anxiety from both corporate travel managers and individual travelers about the unpredictability of U.S. entry procedures.
- **Perceived Risk of Deportation and Detention:** A significant number of respondents (88%) observed a rising risk of deportation or detention for European business travelers attempting to enter the United States, with some pointing to heightened scrutiny for dual nationals, members of the LGBTQ+ community, and those who had voiced political opinions on social media.
- **Corporate Reactions Across Europe:** Companies in countries such as the Netherlands and Italy are increasingly flagging U.S. travel as a strategic concern. Travel managers are now more actively monitoring government travel advisories, ensuring meticulous completion of ESTA applications, and seeking expert guidance to safeguard their travelers.
- **Precautionary Measures:** Organizations are implementing a variety of protective actions, including:
 - Issuing travelers with explanatory letters detailing the purpose of their trip.
 - Offering additional insurance and legal assistance.
 - Adding warnings in online booking tools (OBTs) and updating internal travel guidance.
 - Recommending reduced travel or exploring alternative markets.
- **Broader Implications:** Beyond immediate travel concerns, European corporations are re-evaluating their transatlantic travel strategies in light of current U.S. policies. This

includes considering economic factors like potential tariff shifts and changing airline pricing, which could affect business travel budgets.

BT4Europe Chairperson commented:

"Our members are sounding the alarm over the real and perceived risks their employees face when traveling to the United States. We urge the U.S. administration to provide clarity, transparency, and fairness in their entry processes. Business travel is a cornerstone of transatlantic economic ties, and undue restrictions threaten both individual safety and corporate collaboration."

About BT4Europe

BT4Europe represents the business travel sector, advocating for policies that enhance the efficiency and sustainability of corporate travel across Europe. Our mission is to ensure that business travel remains a driving force for economic development, innovation, and international collaboration.

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