

## The Economic and Strategic Impact of Business Travel in Europe

### Introduction

Business travel plays a crucial role in supporting economic growth, fostering cross-border collaboration, and driving innovation within the European Union.

With an estimated expenditure of nearly €69 Billion in 2023, the sector is an integral part of the single market strategy. Business travel is an important part of tourism as it also generates additional income for the countries visited, as business travellers consume more than just travel related services.

### Key Facts and Figures from Eurostat & BT4Europe

- Business Travel Spending within the EU is **estimated at €68.8 billion in 2023**, up from €60.3 billion in 2022.
- Business Travels share of total tourism expenditure is estimated at 13% of total tourism expenditure in 2022.
- Professional trips represented 10% of the total trips taken in 2023. The main reasons were travel to client meetings, industry events, and training sessions.
- 2 million companies, public administration and NGO's (BT4Europe data).
- 40 million business travellers (BT4Europe data).
- 467 million business trips (BT4Europe data).

Business travel spending has increased rapidly year-on-year after the extreme decline during the COVID-19 pandemic, although we are expecting a slower growth going forward.

### A driver for economic growth

Travel and tourism are big contributors to the EU economy and regional employment, but the processes surrounding business- and leisure travel differ. BT4Europe's role is to share knowledge on how the business travel industry works and what needs European corporations have when it comes to travelling for business. What considerations need to be taken to reach the goals of the commission without hurting the economy or competitiveness of the EU.

### Conclusion

Addressing current challenges and optimizing opportunities will enhance the efficiency and sustainability of business travel, ultimately strengthening the European single market.

By boosting business travel, we can improve connectivity, foster economic growth, and enhance Europe's competitiveness on the global stage. Strategic reforms, investments, and collaboration with policymakers remain crucial for fostering a future-proof business travel ecosystem.

BT4Europe pledges to support EU institutions in improving the conditions for business travellers and corporations in Europe, ensuring that Europe remains a competitive and attractive market.

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**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.