



BTN Intelligence: State of the Industry 2025



ANDY HOSKINS
Editor-in-Chief
Business Travel News
Europe

BTNGROUP
CONFERENCES & EVENTS
BY NORTHSTAR

BTN  **Intelligence**
BUSINESS TRAVEL NEWS
BY NORTHSTAR

Your source for business travel market data & analysis

THE BUSINESS TRAVEL STATE OF THE INDUSTRY REPORT

BTN Intelligence
BUSINESS TRAVEL NEWS
BY NORTHSTAR

Business Travel News surveyed 314 business travel buyers in January and February 2025 to seek their views on the state of the business travel industry

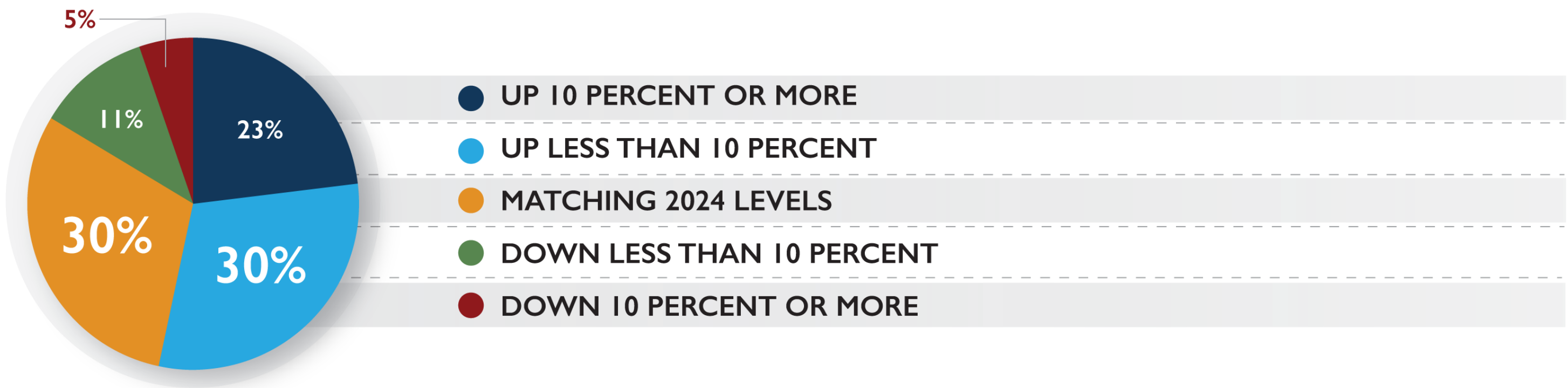
A further flash survey of 145 companies was conducted in April to assess the impact of new US economic policies

Scan the QR code to access the report in full or head to:

<https://www.businesstravelnews.com/state-of-the-industry/2025>



Respondents' Projected Organizational Travel Spending, 2025 vs. 2024



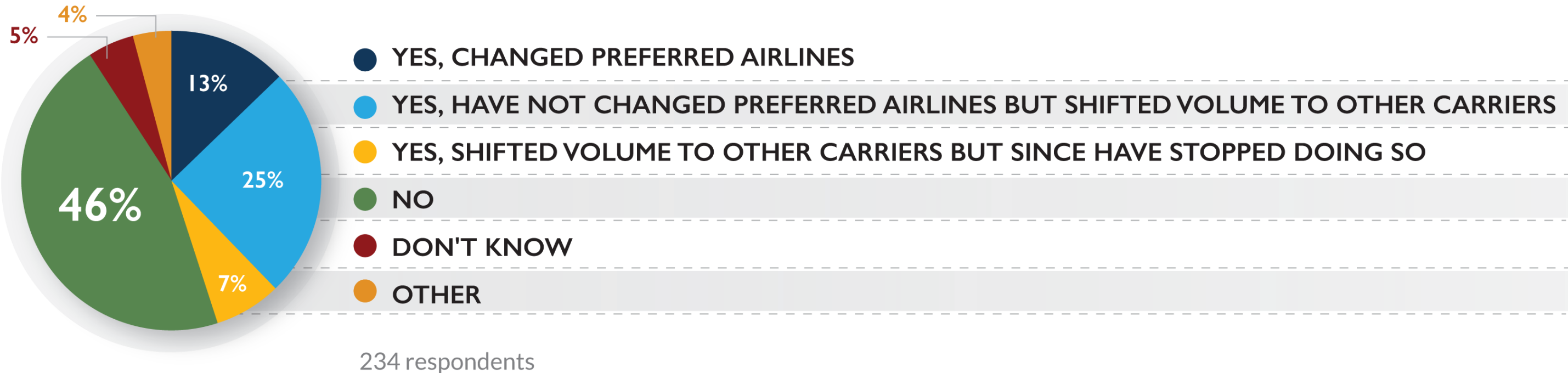
256 respondents

What is your company’s expectation for business travel spend in 2025 vs. 2024	Response Date: Jan/Feb 2025	Response Date: April 2025
Up more than 10%	23%	24%
Up less than 10%	30%	19%
About the same	30%	27%
Down less than 10%	11%	5%
Down more than 10%	5%	25%

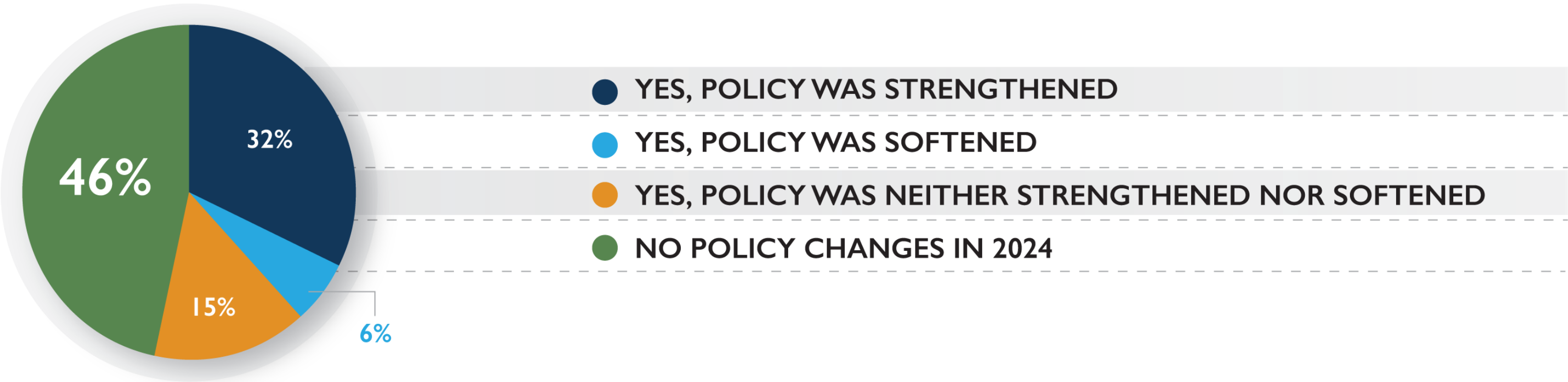
256 respondents

145 respondents

Have Airline Distribution Strategies Affected Supplier Choice or Volume Directed?

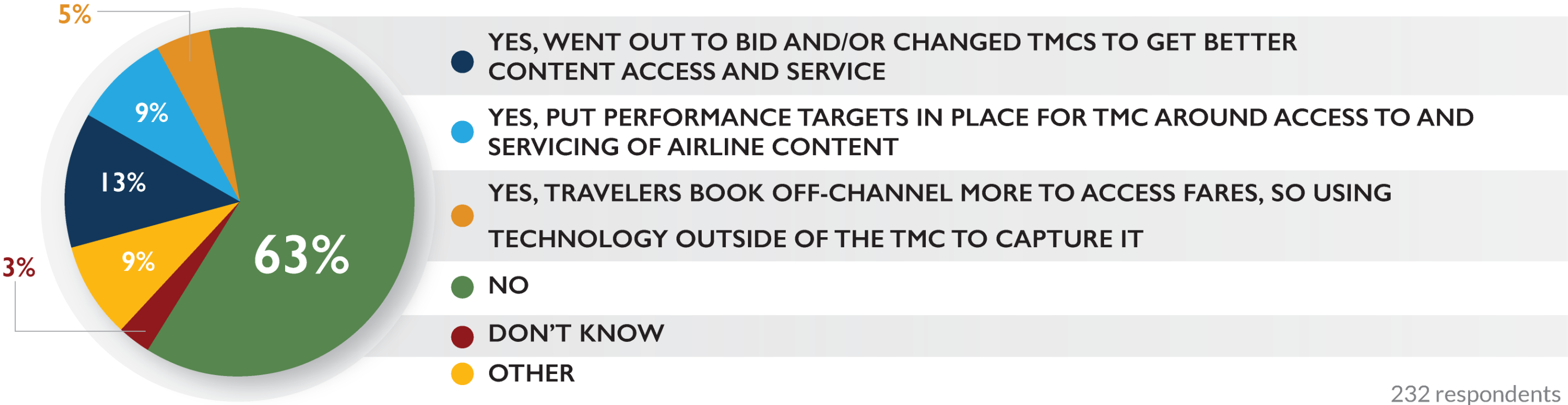


Organizational Change to Travel Policy in 2024?

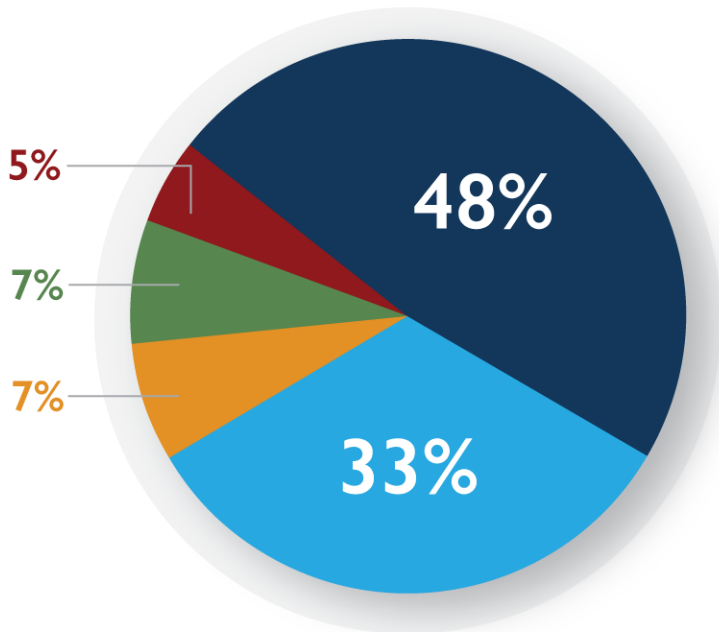


237 respondents

Have Airline Distribution Strategies/Content Fragmentation Affected TMC Relationship?

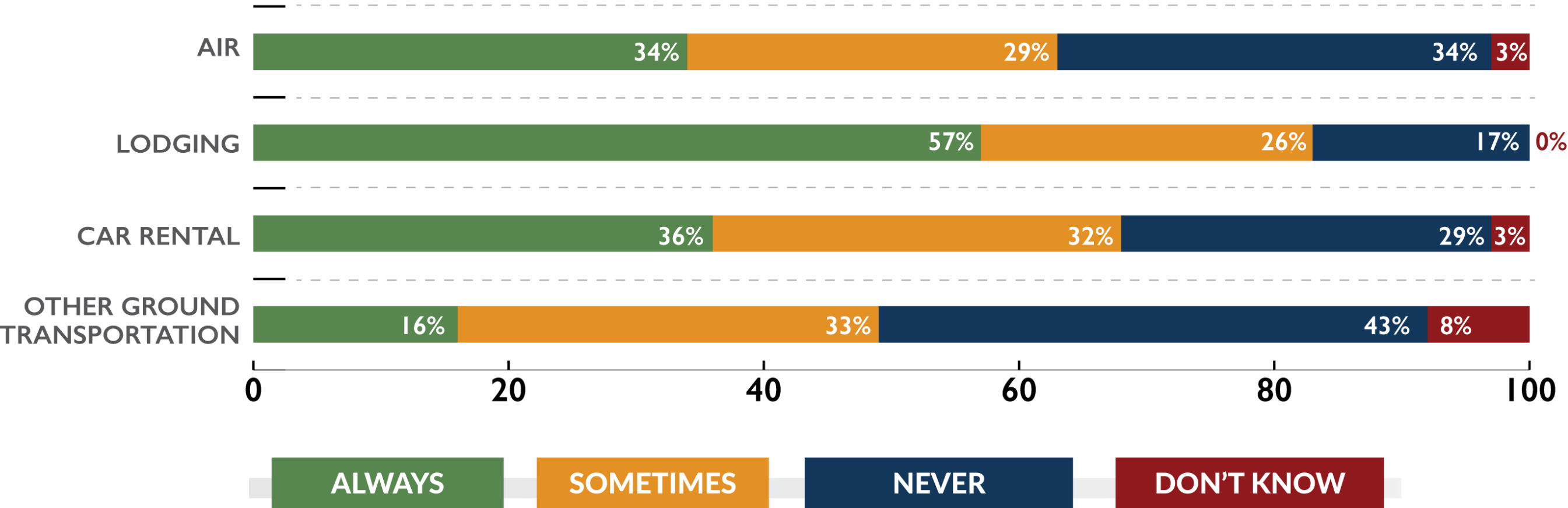


Share of 2024 Organizational Travel Spending by Category



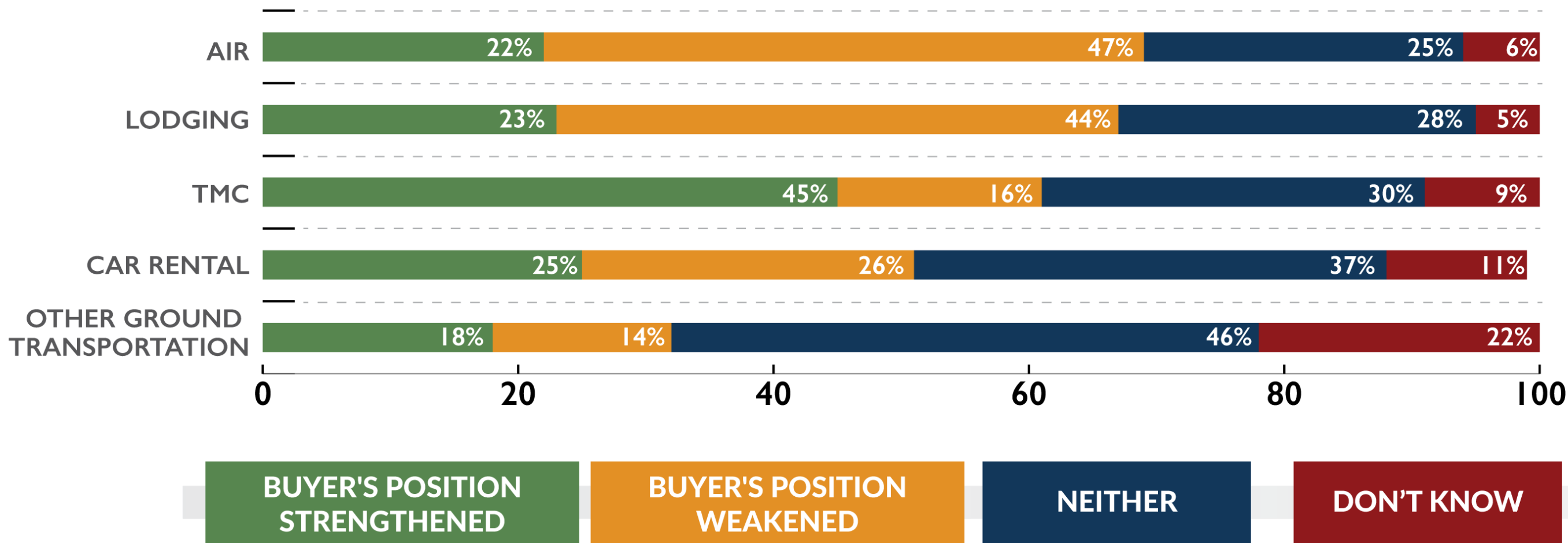
- AIR TRAVEL
- LODGING
- CAR RENTAL
- OTHER GROUND TRANSPORTATION
- OTHER

Organizational Use of Formal RFP Process For Supplier Selection



234 respondents

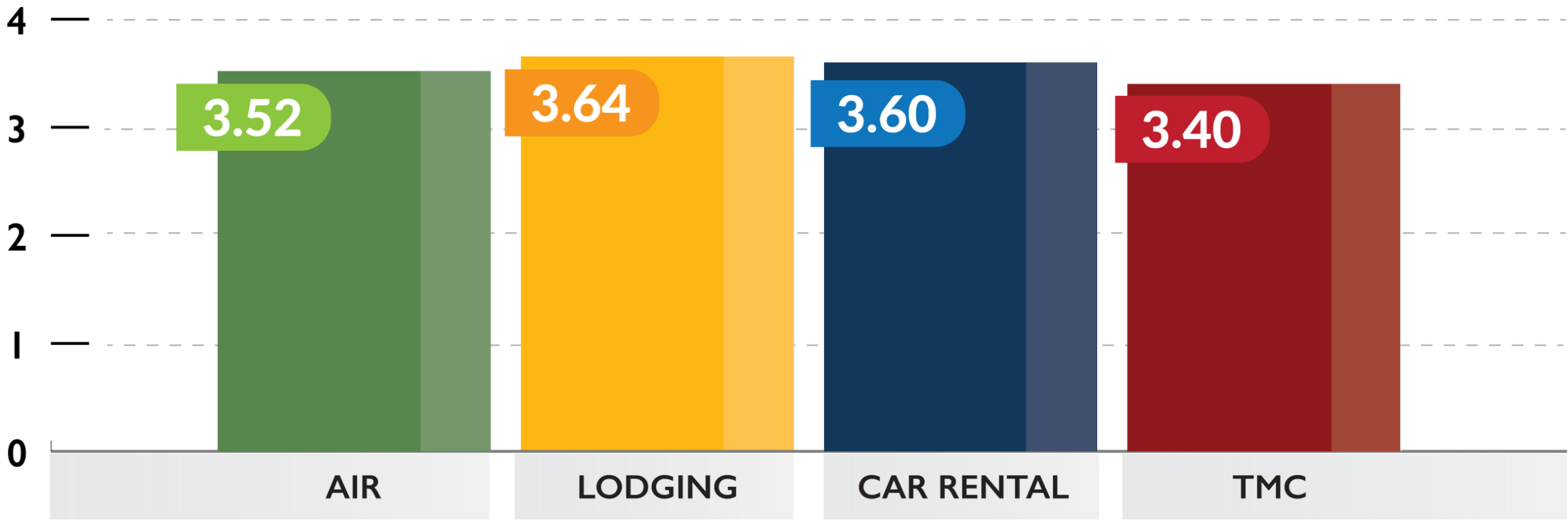
Respondent Change in Negotiating Position From Previous Talks



232 respondents

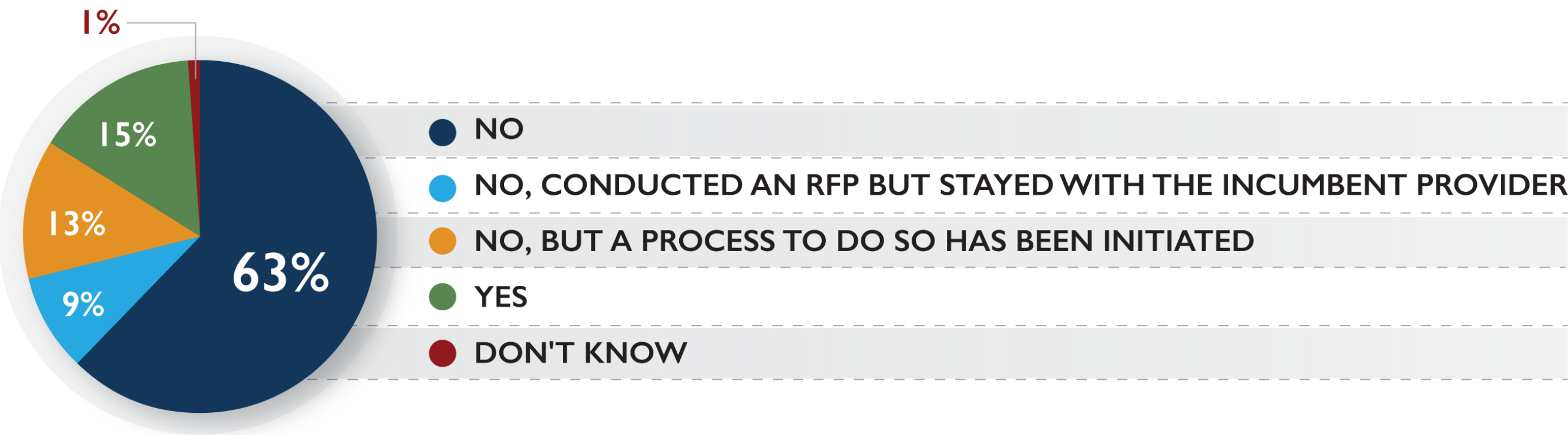
How Well Are Travel Suppliers Able to Deliver the Service Levels You Desire for Organization's Travelers?

ON AN ASCENDING SCALE OF 1 (NOT WELL AT ALL) TO 5 (VERY WELL)



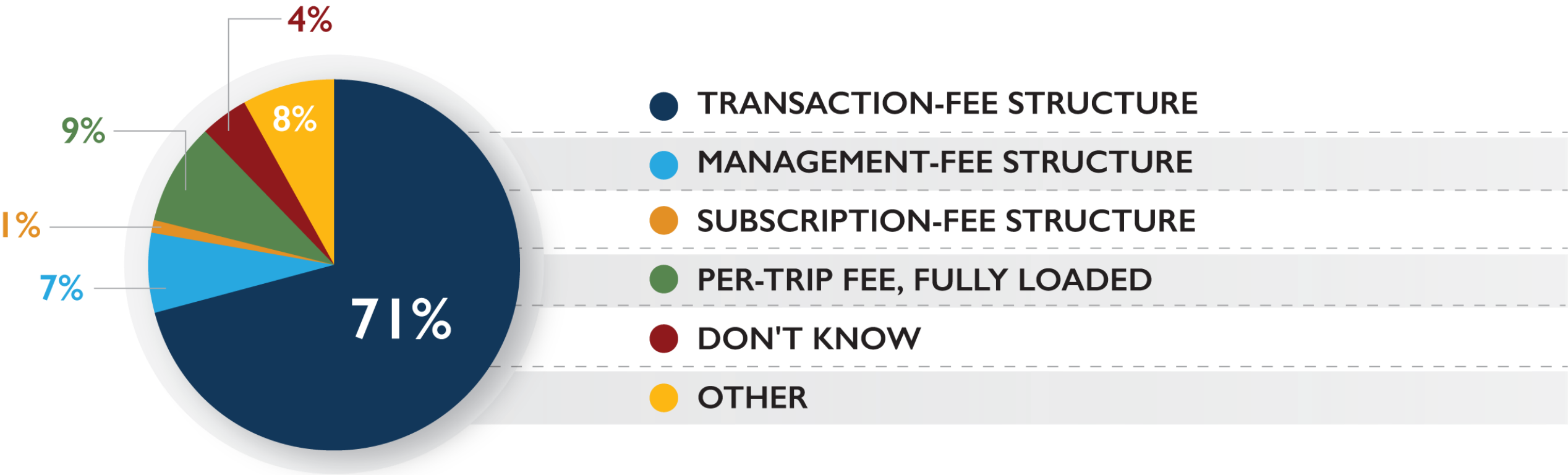
233 respondents

Has Organization Changed TMC in Past Three Years?



231 respondents

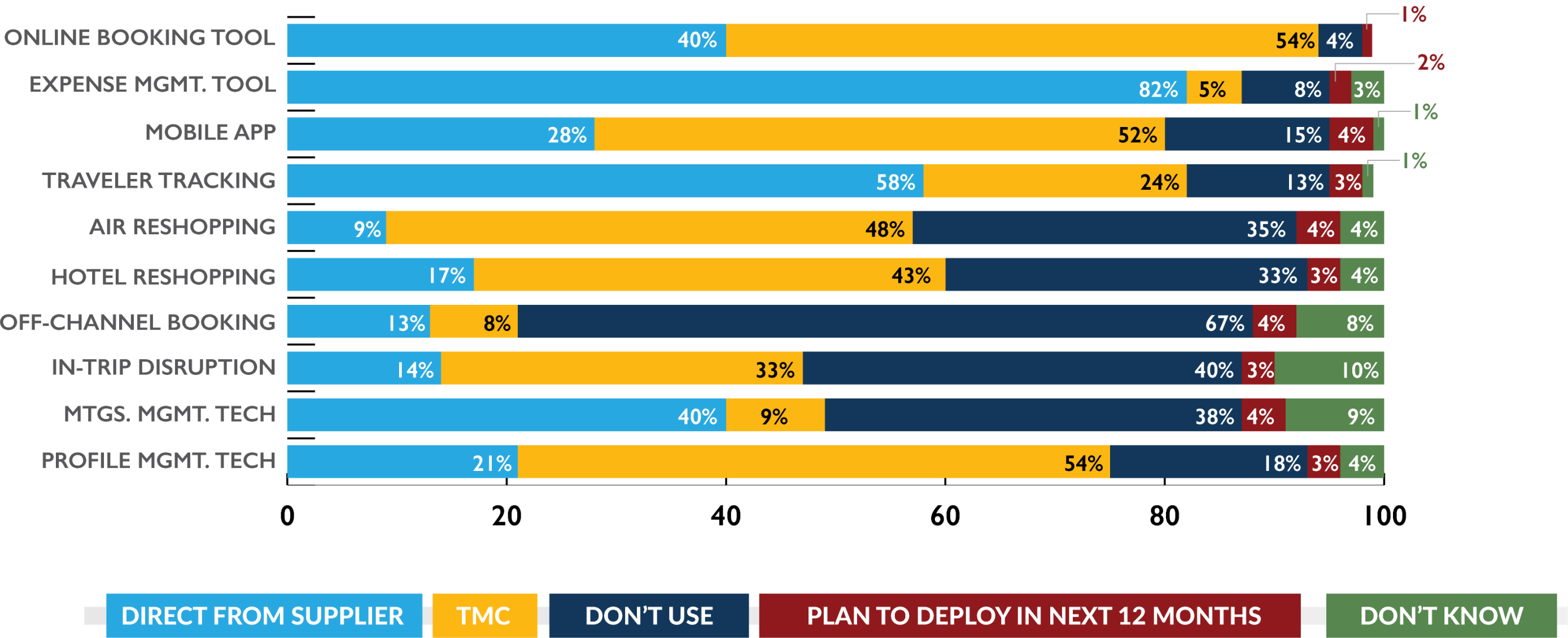
Commercial Structure with Organization's Primary TMC



228 respondents

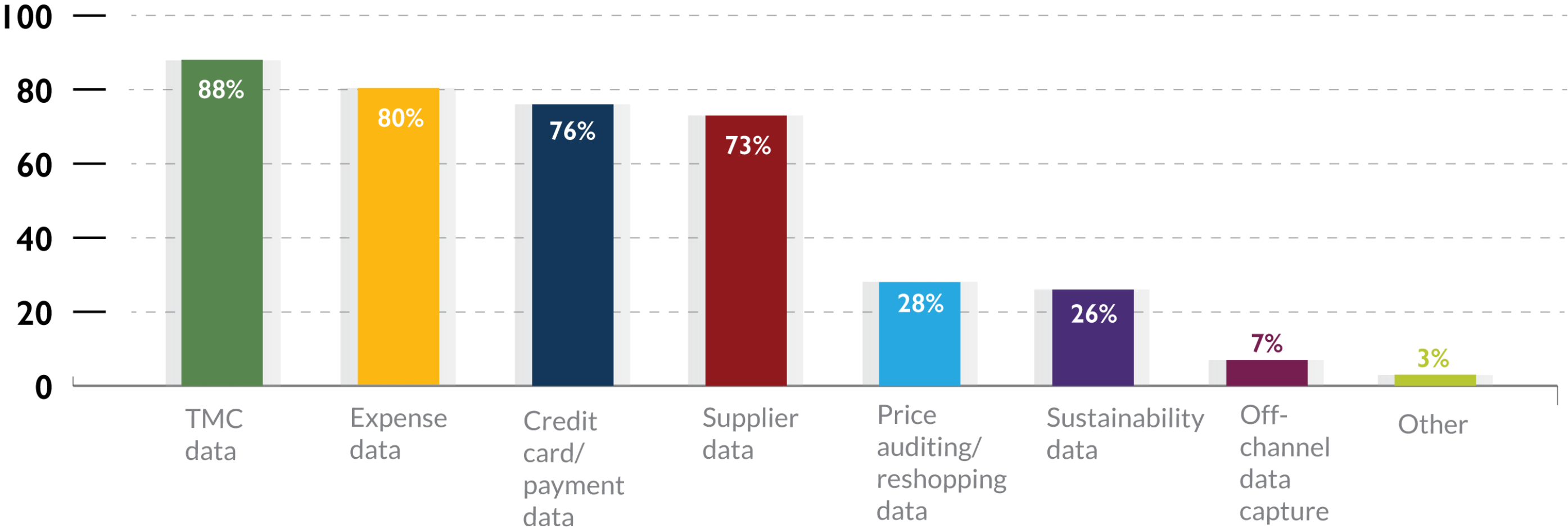
Organizational Use of Tech and Source of Acquisition

IS PRODUCT SOURCED FROM SUPPLIER OR TMC?



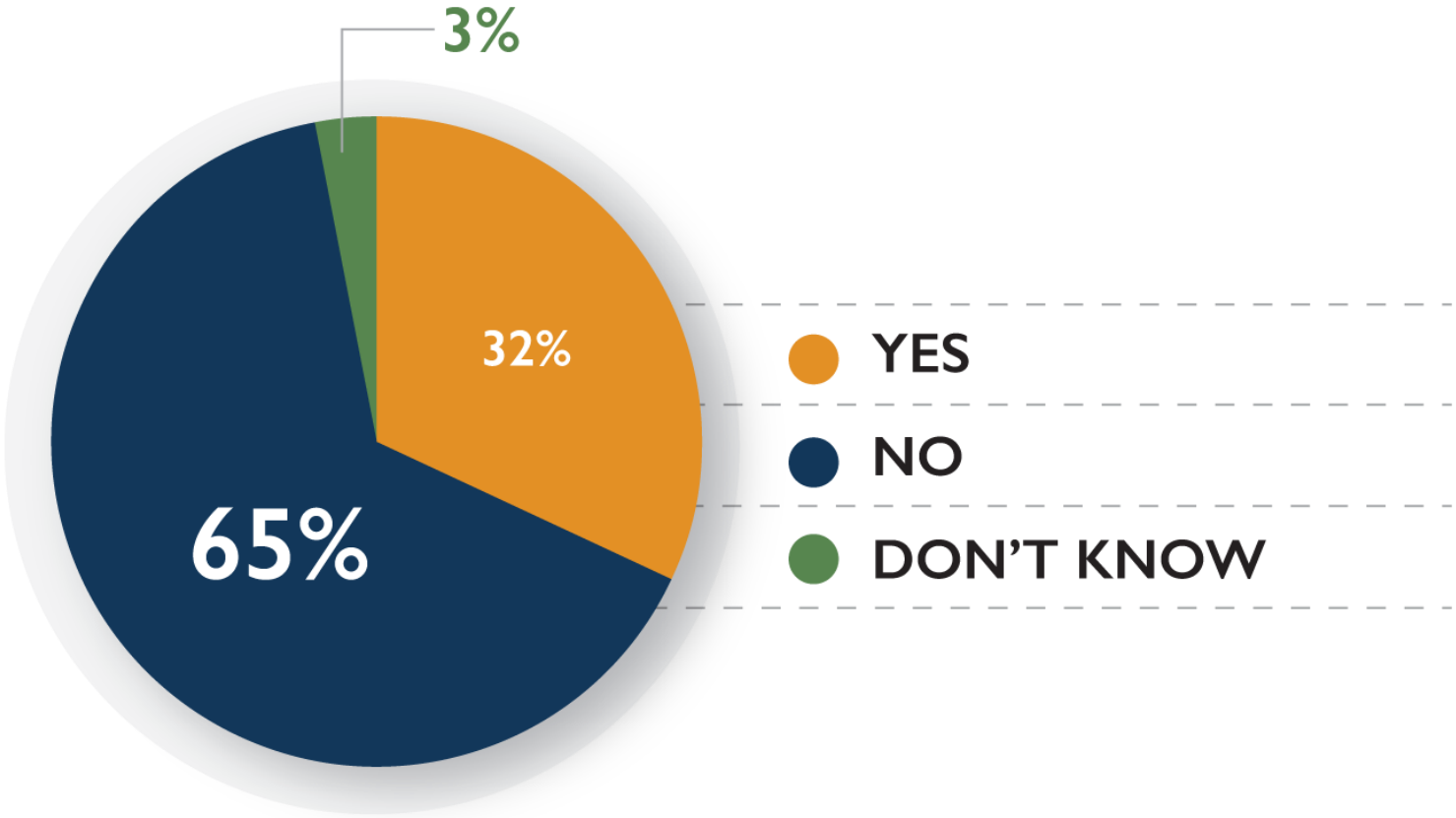
229 respondents

Reported Data Sources for Travel and Supplier Management



225 respondents

Has Your Organization Explored the Use of AI in Its Business Travel Program?



231 respondents

THE BUSINESS TRAVEL STATE OF THE INDUSTRY REPORT

BTN Intelligence
BUSINESS TRAVEL NEWS
BY NORTHSTAR

Business Travel News surveyed 314 business travel buyers in January and February 2025 to seek their views on the state of the business travel industry

A further flash survey of 145 companies was conducted in April to assess the impact of new US economic policies

Scan the QR code to access the report in full or head to:

<https://www.businesstravelnews.com/state-of-the-industry/2025>





Tell us what you think

