PRESENTED BY: BTNGROUP BY NORTHSTAR

BUSINESS TRAVEL SHOW AMERICA 2026 BY NORTHSTAR

THAT'S A WRAP

The 2026 Business Travel Show America has cemented its position as the heart of corporate travel in America with a huge 28% uplift in attendees, and 17% increase in buyers on the show floor.

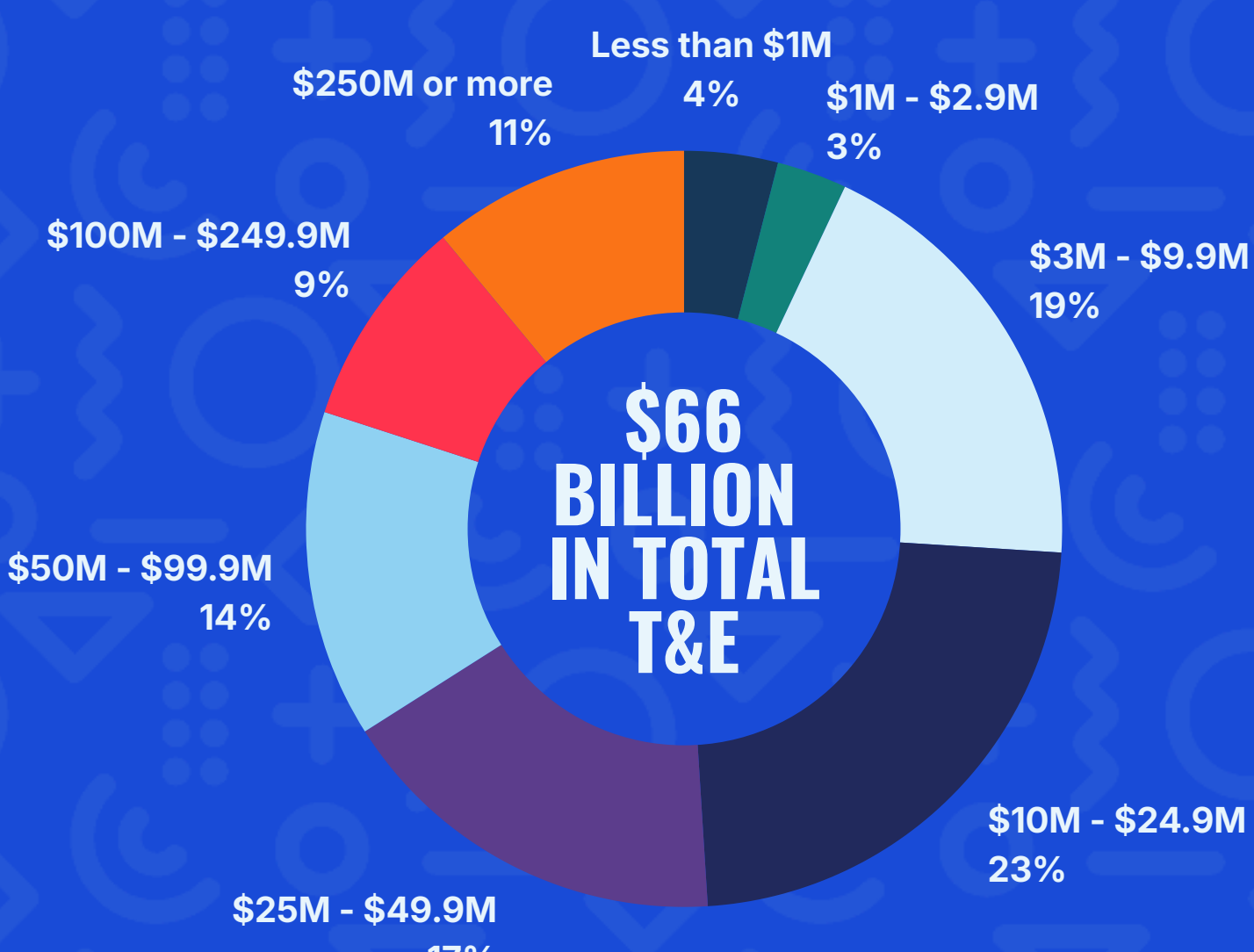
534
BUYER ATTENDEES

4,634
BUYER MEETINGS

150
EXHIBITING SUPPLIERS

1,471
TOTAL ATTENDEES

ANNUAL BUYER T&E SPEND



BUYER TESTIMONIALS

This was a great event. I was able to meet with 12 TMC suppliers in order to narrow down my RFP suppliers for early next year. It was a great use of time.

BRANDI SAHL
DIRECTOR - TRAVEL & EVENTS,
EDWARD JONES

This event delivered exceptional value, especially for the mid-market segment. I secured meetings with suppliers who wouldn't make time for me at larger shows

TERRI MORENO
SR MGR - TRAVEL, EXPENSE & FLEET
THE ASPEN GROUP

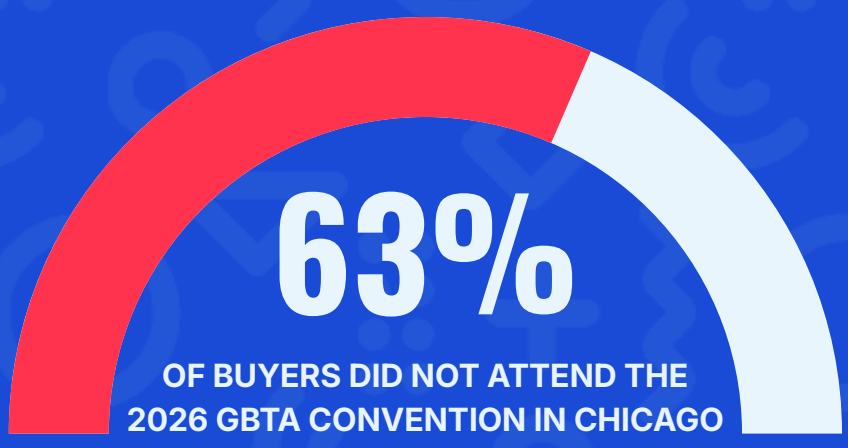
This show is the perfect size – we are refreshing our program at the moment and changing some of our vendors, so we're having a great time.

NICOLA DOBBS
AMERICAS TARVEL MANAGER
ARUP

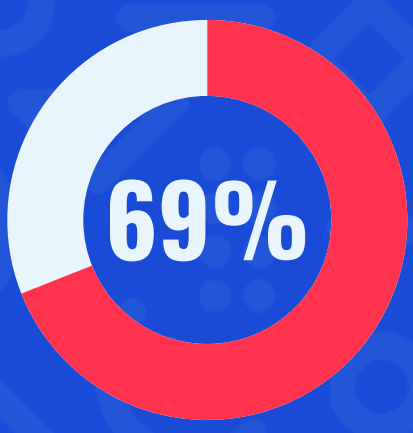
I feel like I actually get the time with vendors during appointments. I've been to shows in the past where you don't get that quality time.

DANIELLE CAMPBELL
MANAGER OF EVENTS AND TRAVEL SERVICES
HOLLAND & KNIGHT LLP

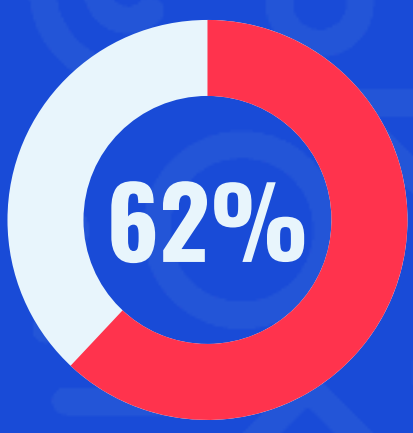
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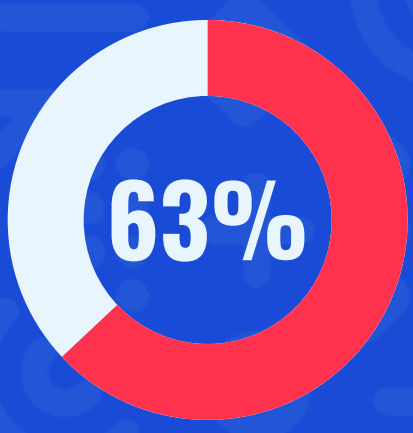
OF BUYERS DID NOT ATTEND THE 2026 GBTA CONVENTION IN CHICAGO



OF BUYERS HAVE OVER 1,000 TRAVELERS IN THEIR PROGRAM



OF BUYERS HAVE GLOBAL TRAVEL PROGRAMS



OF BUYERS ATTENDED FOR THE FIRST TIME

BUYER INDUSTRY

17% BANKING / FINANCE / INSURANCE / REAL ESTATE	**11%** PROFESSIONAL SERVICES	**10%** MEDICAL/ HEALTHCARE/ PHARMA	**8%** TECHNOLOGY/ ELECTRONICS
8% MANUFACTURING	**6%** NON-PROFIT / NGO	**4%** MEDIA & COMMUNICATIONS	**4%** SPORTS / ENTERTAINMENT
4% CONSTRUCTION / ENGINEERING / INFRASTRUCTURE	**3%** ENERGY / UTILITIES / MINING	**2%** A SERVICE PROVIDING COMPANY	**23%** OTHER

EXHIBITOR TESTIMONIALS

Distraction-free networking at its finest! ... more high-value deals done in 48 hours than months of back-and-forth emails and virtual meetings.

GREG WILCZEK
EMPATH TRAVEL & EXPENSE

Great event. The quality of the hosted buyers is beyond that of any other event I have been part of. Much higher ROI than any other event.

DANIEL ROCHEFORT
COPA AIRLINES

We had access to prospects that didn't attend the GBTA conference. This was the most valuable part of the experience.

CARLA CABRERA
ATLAS TRAVEL

We love this event...we have quality conversations with quality buyers, and we are registered to return in 2027

STEPHANIE HIU
MILLENNIUM HOTELS

ONE INDUSTRY, GLOBAL CONNECTIONS, ENDLESS OPPORTUNITIES

EST.1994

BUSINESS TRAVEL SHOW ASIA PACIFIC 2027
21-22 APRIL
MARINA BAY SANDS
SINGAPORE
BY NORTHSTAR

BUSINESS TRAVEL SHOW EUROPE 2027
23-24 JUNE
EXCEL LONDON
BY NORTHSTAR

BUSINESS TRAVEL SHOW AMERICA 2027
SEPTEMBER 15-16
JAVITS CENTER
NEW YORK
BY NORTHSTAR

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