

Media Release

For Immediate Release

CTM Rebrands Specialist Meetings and Events Division to Meet Corporate Demand

23 July 2024 — Corporate Travel Management (CTM) announces the rebrand of its specialist meetings and events division ETM to 'CTM Meetings & Events', effective 22nd July 2024. This strategic move will enable businesses to better manage their demand for meetings and corporate events as a seamless extension of their corporate travel program to drive greater value from their travel budget.

Business meetings and corporate events have emerged as a significant and growing segment of business travel, as evidenced in CTM's 2024 Global Customer Survey which found that 90% of respondents expect to travel the same amount or more for customer meetings in the coming year. Additionally, 85% expect to travel the same or more for internal meetings, and 84% for conferences and tradeshow.

"People prefer to engage in person. Online conversations or calls can only achieve so much and often create an invisible barrier to genuine connection. Our customers' feedback shows that the thing they love most about travelling for business is the opportunity for collaboration. It's often the incidental moments at live events that strengthen business relationships – the conversation sparked by the previous session's speaker or the casual brainstorming over a shared meal", said Nicole Kolotas, General Manager, CTM Meetings & Events AU/NZ. "Our survey also revealed that when it comes to business events, our Australian and New Zealand customers most valued ease of travel, competitive pricing and cutting-edge technology. Now, with a stronger integration with CTM's corporate account management teams, we're in a great position to deliver these experiences to businesses, leveraging CTM's buying power, supplier relationships, and proprietary technology."

CTM Meetings & Events specialise in designing strategic corporate event experiences that deliver long-lasting results for businesses through improved budget control and visibility, enhanced operating efficiencies, and heightened attendee experiences to maximise return on investment.

The decision to rebrand reflects CTM's commitment to evolving its services to meet the changing needs of customers and the travel landscape, recognising an increased opportunity for businesses to drive savings, efficiencies and duty of care through a more strategic, integrated approach to managing corporate and event travel.

"Business travel is evolving, and we're thrilled to be evolving with it. We are passionate about delivering highly creative and strategic corporate events that deliver results for businesses of all sizes. Our rebrand is all about making the journey smoother and more rewarding for our customers," said Kolotas.

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Additional 2024 CTM Global Customer Survey findings:

When attending business events and meetings, the following event features were considered important (rated 3-5/5):

- Ease of travel – 97.66%
- Price – 93.67%
- Event technology – 81.49%
- Free time built into event agenda – 77.75%
- Unique meeting/event space – 74.57%
- Interesting/unique event destination - 73.62%
- Multi-day event – 72.66%
- Single-day event – 67.42 %
- Immersive destination experiences – 64.44%

For more information about CTM Meetings & Events, please visit: travelctm.com.au/events

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