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— BUSINESS TRAVEL — ASSOCIATION

FINANCE FORUM

2026

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

Welcome



Julie Shorrock

beam



Andrew Clarke

The BTA

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Chatham House Rules

Key Principles:

Purpose: To enable free discussion on controversial or sensitive issues, preventing groupthink.

What it allows: Participants can share the information and ideas discussed, but not who said them.

What it prohibits: Revealing the identity or affiliation of the speaker(s) or any other participant, as stated on the official Chatham House Rule page.

Common Misconceptions & Application:

It is not "off the record": The information itself can be shared and used. Only the speaker's identity is hidden.

Enforcement: While not legally binding, breaking the rule can result in exclusion from future events and damage professional reputation.

Social Media: It can be used on social media if participants do not identify—directly or indirectly



Jonathan Read

Director of Global Sales and Partnerships UK&I
Leonardo Hotels UK and Ireland

beam – Finance Advisory Board Member (FAB)

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Umesh Dalal

General Manager
Leonardo Royal London Tower Bridge Hotel

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Grant Thornton - Finance Development



Irena Scullion

Director, Indirect Tax



Alex Mumford

Partner, CFO Solutions

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“In the current climate, the Finance Leader is the single most important person in the organisation. Even more important than the CEO.”

Serial Chair and NED (FTSE, Consumer, Travel, and PE)

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The CFO Scorecard: where do you – or should you – focus?

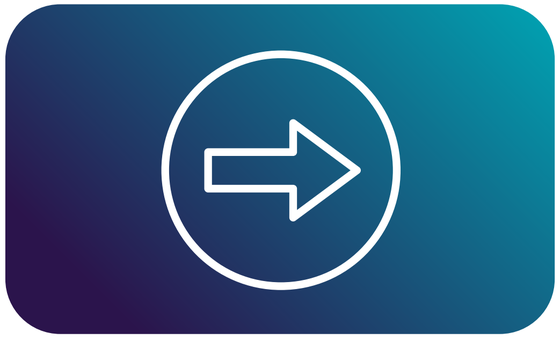
The framework hasn't change…..



….but expectations have - for how well, how fast, and how broad

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Operational Delivery – efficient and effective



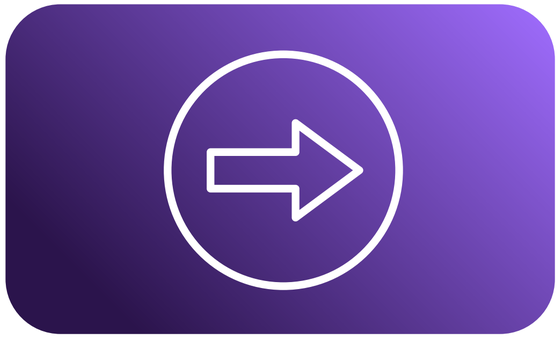
Do more with less

Cost leadership

Leverage digital

Perception on Finance headcount

“Nice to haves” have become “must haves”



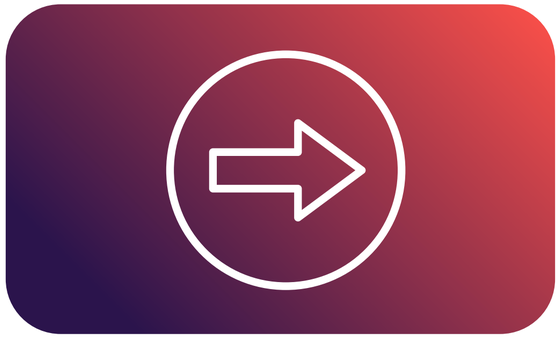
Right first time

Data quality

Minimise disruption

Speed of delivery

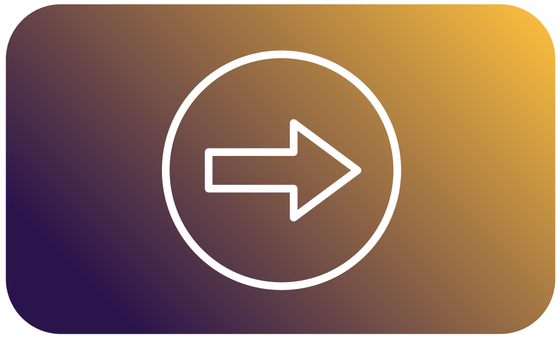
Engender trust in the numbers



Skills agenda

Beyond “just” accounting

Digital, data, leadership, partnering, “Power Skills”



Wider remit

Finance Leader as head of Data, procurement, HR, IT, ESG, Legal, Property…. the list expands!

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Business Protection – sleeping easy at night

In March 2025, 30% Finance Leaders told us they were confident in their readiness for FRS102 and felt fully prepared for the changes to come into effect. Now only 22% say the same.

Has the scale of the challenge become clearer as the deadline looms?

Source: Finance Leaders; Barometer H1 2025 and H1 2026

Tax legislation

Criminal Corporate Offence

eInvoicing

HMRC's stance

ESG strategy & data

TCFD

GHG

Actual reductions

Non-financial reporting

Payment Performance Reporting

Ethnic pay gap reporting

Digital safety

Cyber security

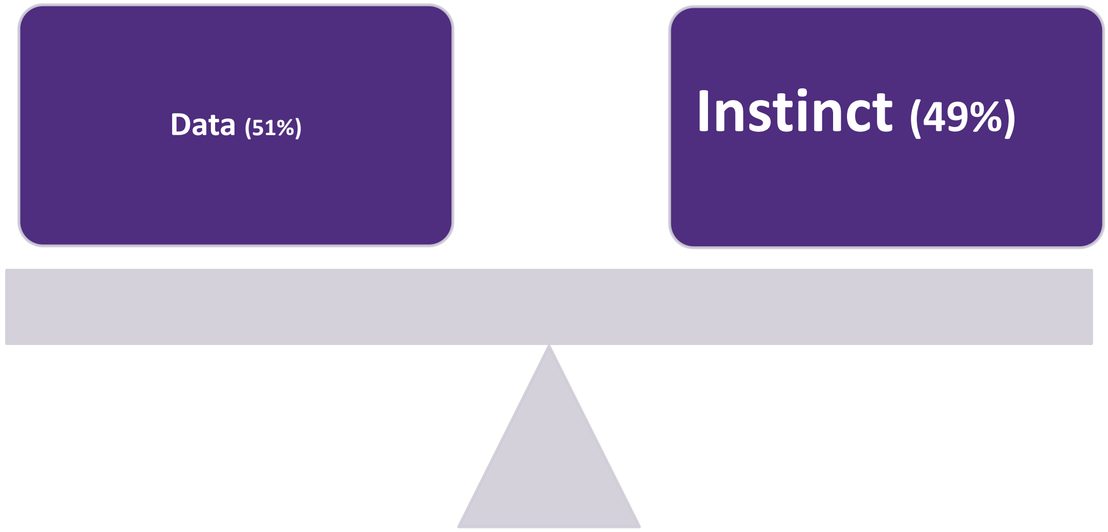
GDPR and data breaches

AI usage policies

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Value Creation – making best informed decisions

Nearly half of CFOs tell us **‘Instinct’** still steers C-suite decisions more than **‘data’.**



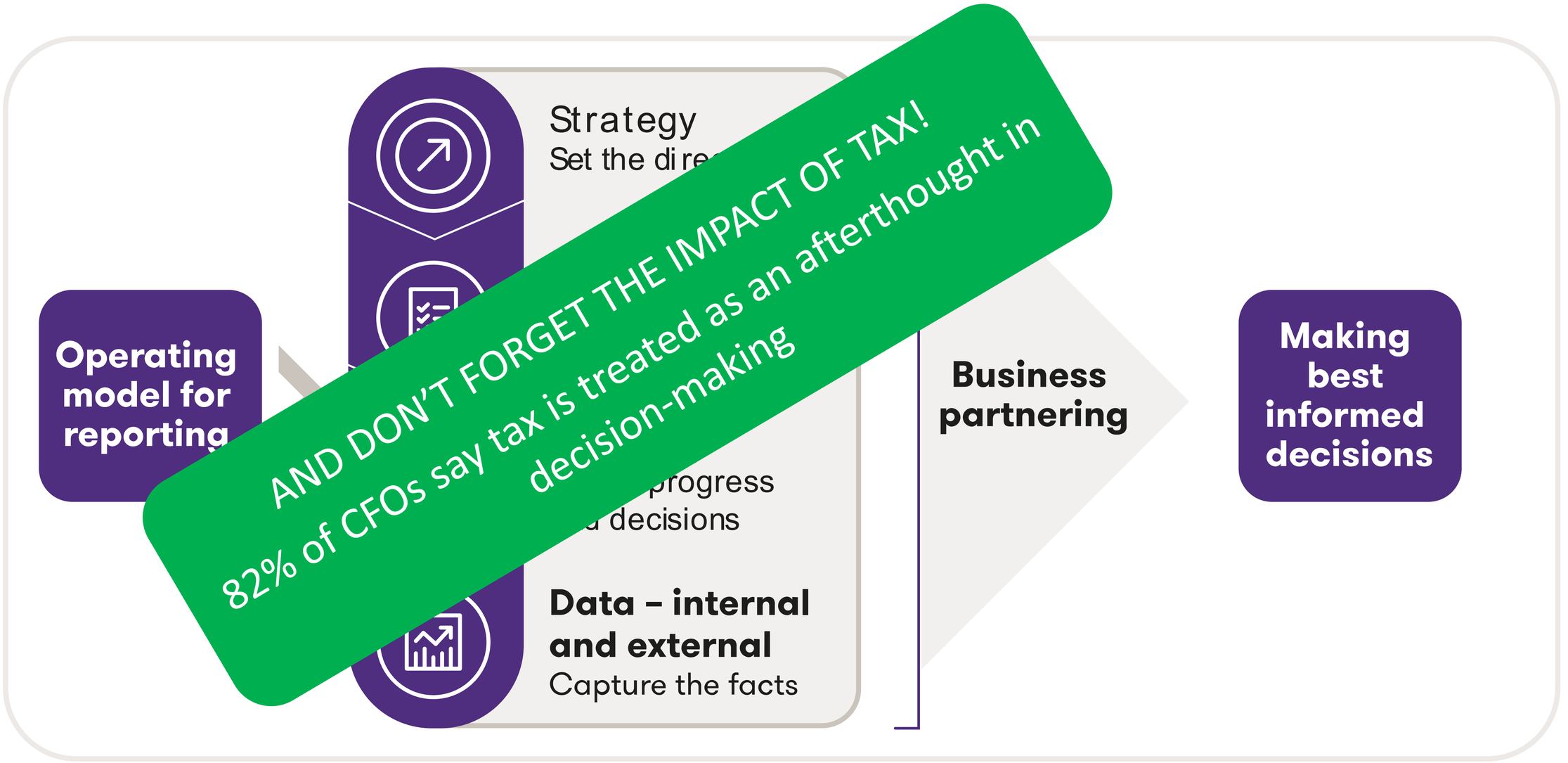
‘More data isn’t giving us **more clarity**; it’s **clouding it**.’

75% of CFOs agree

If you don’t document the reasons for the decisions you made a point in time based on the information available, then is your future issue a result of being unlucky or being negligent?

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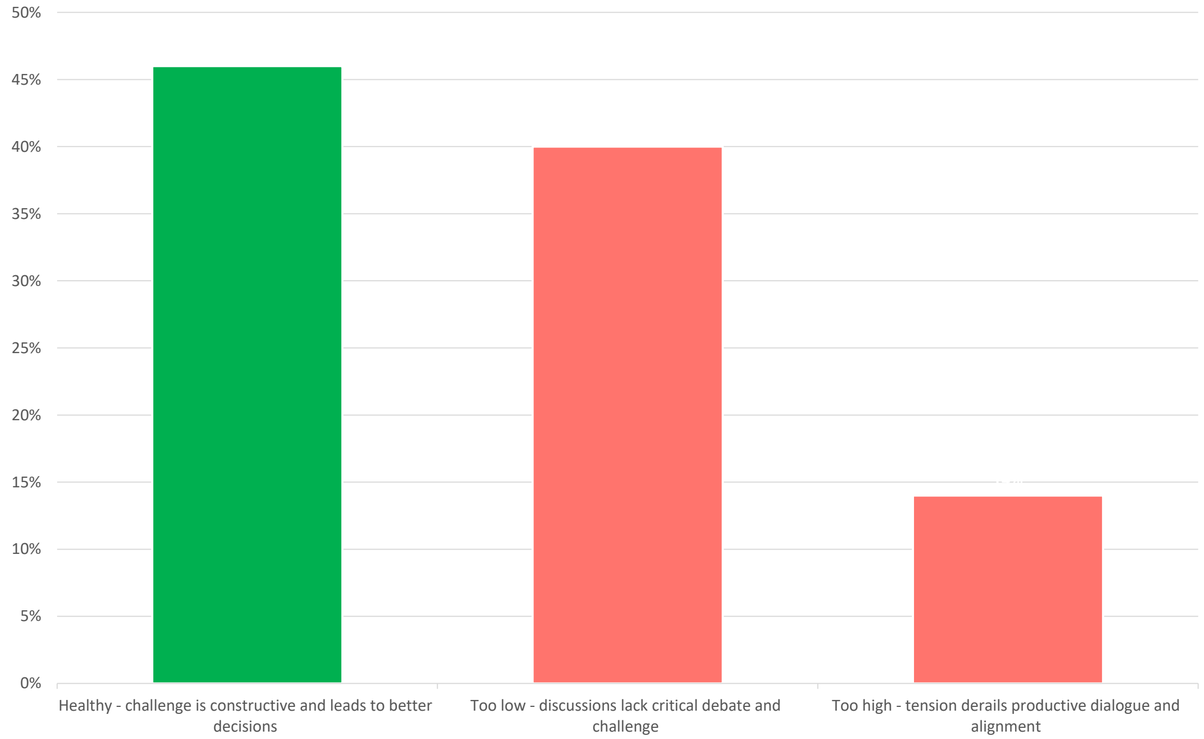
Value Creation – the “MBID” construct



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Stakeholder Management – Boardroom alignment and tension

94% say ‘healthy tension’ is essential for decision-making – but most don’t describe the level of tension in their Boardroom as healthy. Are you getting the challenge you need?



Unspoken truths and tensions:

72% agree: ‘We want agility, but our processes prevent it.’

74% agree: ‘We prioritise ESG in principle, but not in practice.’

77% agree: ‘We’re investing in transformation, but it’s costing us morale.’

Three key tensions in 2026:

1. Speed of decision-making vs accuracy of forecasting
2. Investment vs prudence
3. AI capability vs risk appetite

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A rallying cry for you

People are looking to you for leadership

Be sufficiently selfish – you need an engine room behind you

Stay connected

Finance leaders hub | Grant Thornton

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How BNPL VC and open banking are reshaping payments



Daniel Graham

Conferma



Carolina Castillo

WEX



Jurgen Schouten

Katanox



Igor Costa

Amadeus Outpayce

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- PAY
- REPORT
- RECONCILE

Conferma Overview

BTA / Beam Finance Forum

Dan Graham

Strategic Account Director
Issuing Partnerships

11th May 2026

Who We Are

conferma

One connection.
Global reach.
Powering payments.

Founded in
2005

All
major card networks

400+
travel agencies

90+
card issuers

Our customers operate in
60+
countries

We support
40+
currencies

90k+
hotels

200+
connected platforms

3
GDS resellers

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Virtual Card Solutions

Optimise multi - category spend

Corporate travel



Managed travel programmes

- Accommodation
- Air
- Car rental
- Rail
- Incidentals

Leisure travel



Travel intermediary programmes

- Accommodation
- Air
- Car rental
- Rail
- Excursions

Supplier payments



Procurement programmes

- Strategic spend
- Incidental spend
- Reoccurring spend
- Ad-hoc spend

Embedded/Integrated issuer VCN capability in the procurement platforms & ERP systems you use today

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Solutions

More Than Virtual Card Delivery

Platform

- Supplier ecosystem
- Hotel database
- Travel ecosystem
- Embedded payments/APIs
- UI and white labelling
- Mobile app

Pay

- Issue cards
- Digital wallet provisioning
- Spend controls
- Multi-level authorisation

Report

- Auditing
- Reporting
- Real-time insights
- Data analysis

Reconcile

- Hotel invoice collection
- Automatic reconciliation
- Tax reclaim
- Enriched L3 data

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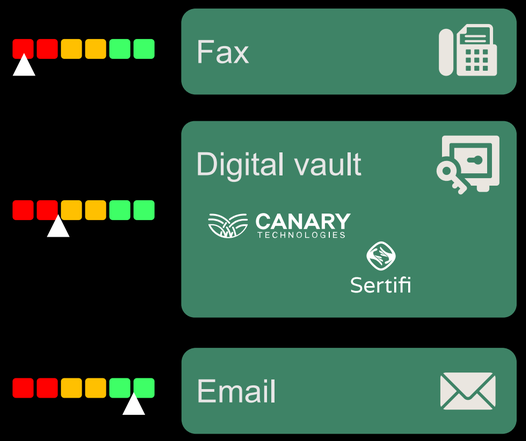
Conferma Connect Direct

Manual processes are prone to error

When errors creep in, the benefits of virtual card payments may be lost.

1 TMC makes room reservation

2 Virtual card delivered to hotel



3 Hotel verification and data entry into PMS

- Manual verification of reservation details
- Copy & paste means key data can be lost
  - Company name
  - Payment instructions
  - Booking reference
  - Invoice email address

4 Payment completion and invoice delivery

- Verification errors and incomplete data entered into PMS leading to
  - Incomplete payments
  - Poor guest experience
  - Reconciliation challenges

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Conferma Connect Direct delivers data directly, eliminating human error

1. TMC makes room reservation
2. Virtual card delivered directly to PMS or CRS with billing instructions
3. Payment completion and invoice delivery

Conferma Connect Direct – complete and accurate data flows from end -to-end



- Automatic verification of reservation details
- Complete and accurate data passed into PMS or CRS
- Successful acceptance of virtual card
- Correct invoice delivery and reconciliation

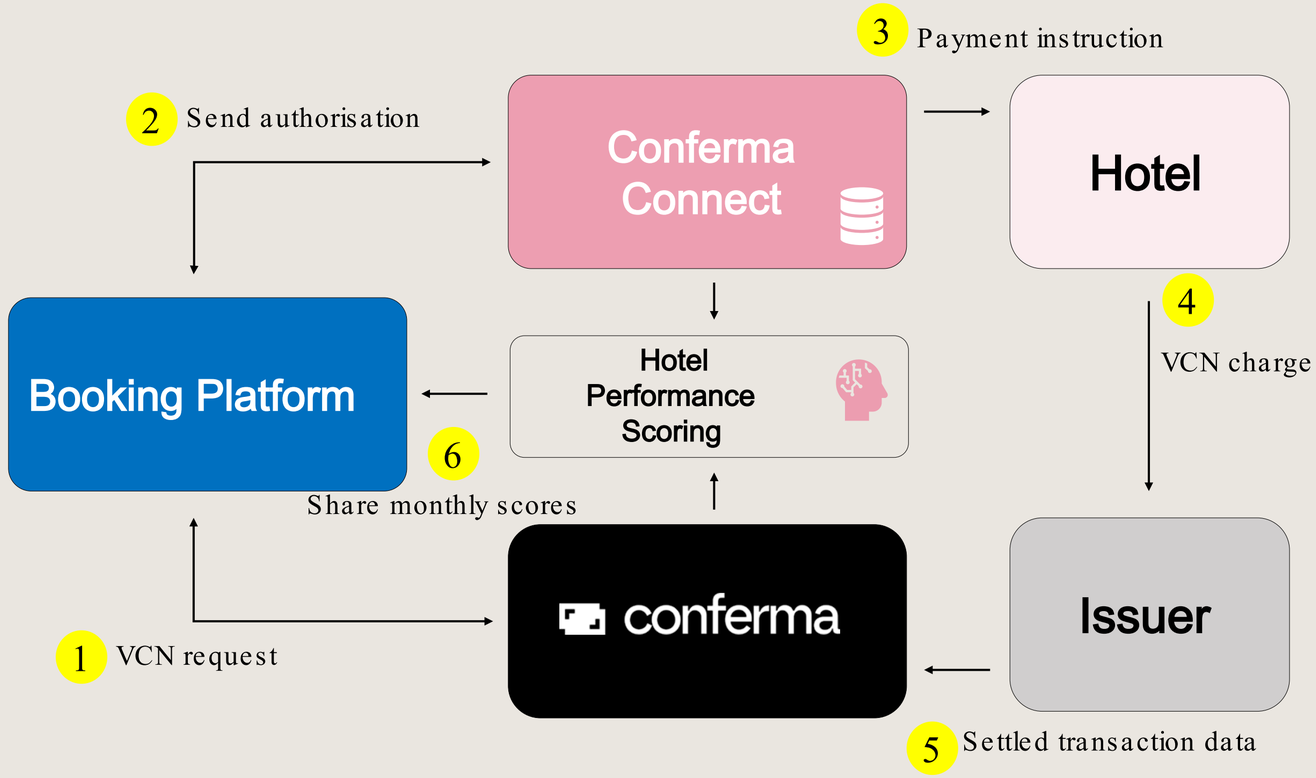
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Optimise traveller experience by accessing hotel performance scores

Conferma continually calculates the performance of Conferma Connect hoteliers to identify high acceptance

Customer benefits

- **Influence search results** or filter results based on hotel acceptance
- Steer hotels towards **more reliable delivery methods** and improved performance
- Identify **opportunities to upsell** centralised payments for corporates based on booking activity
- Monthly data file sent to TMC
- GIATA hotel mapping support

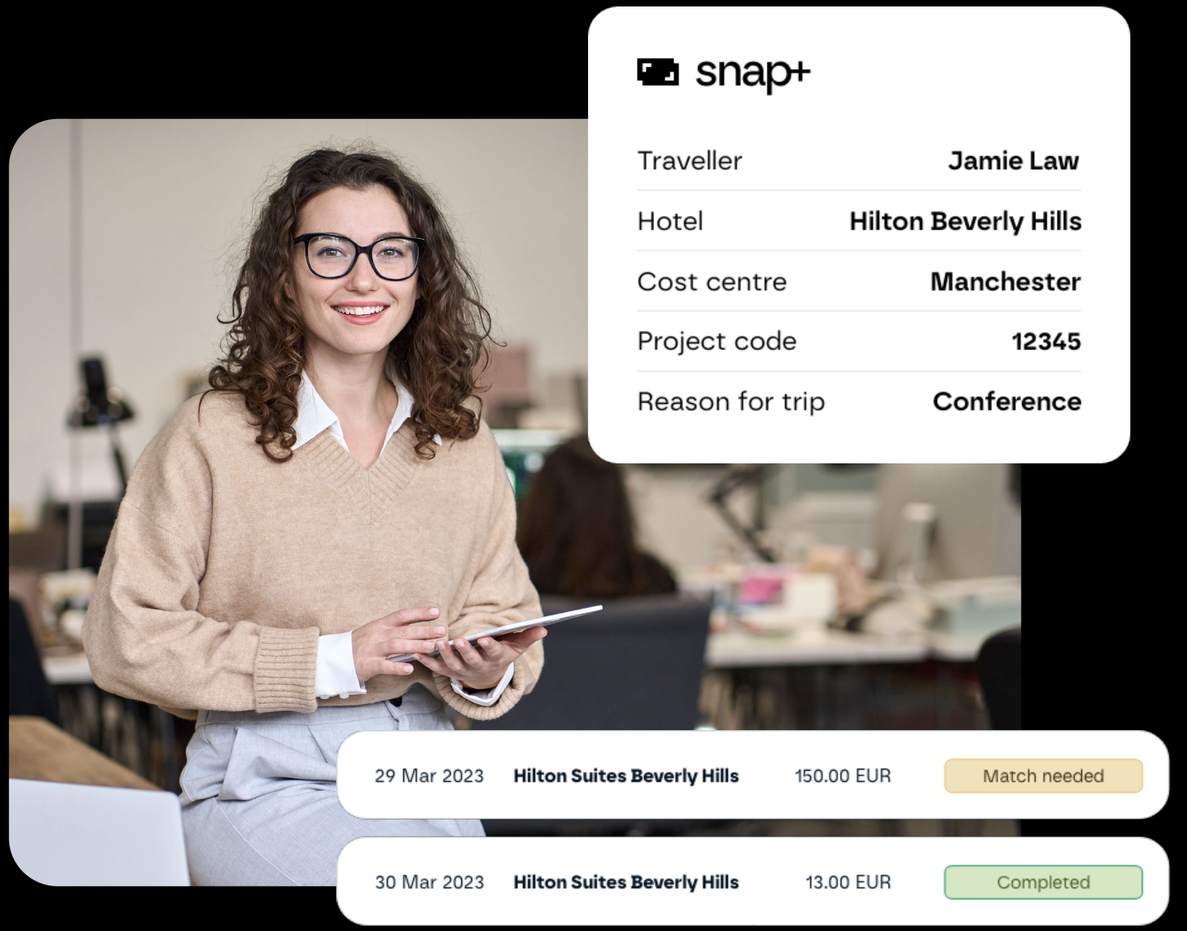


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snap+

Smart invoice collection, verification, and matching that delivers powerful reconciliation and reporting.

- No chasing invoice copies from hotels
- Minimises processing times
- Eliminate manual admin
- Streamline reconciliation
- Optimize reporting and tax reclaim



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Thank you

conferma

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Contact: Carolina Castillo -

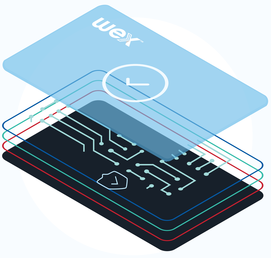
Simplify B2B Travel Payments with WEX

Revolutionising B2B Travel Payments. Driving Growth

Global Leader in B2B Travel Payments
WEX is the #1 provider* of B2B virtual credit cards by volume in the travel industry, chosen by major OTAs, airlines, and hotel partners worldwide. We offer unmatched scale, technology, and expertise to make payments seamless, secure, and revenue-driving.

*WEX analysis YTD 2024

Why Choose WEX



Advanced Virtual Card Solutions

- **Unique Single-use, digital cards** for each transaction
- **Custom controls:** expiry dates, limits, and usage parameters
- **Minimised fraud risk** with instant issuance and full traceabiltiy

Global Reach & Payment Flexibility

- Acceptance in **200+ countries**
- **200+ product/currency** options
- **20+** billing currencies
- Flexible funding options

Reliable Technology & Security

Proprietary, cloud-based platform (no third-party reliance)

99.999% uptime infrastructure (Q1 2025)

Real-time monitoring and robust **fraud prevention**

Seamless integrations into existing workflows

Proven Expertise & Dedicated Support

40+ years in corporate payments

8 in 10 of the top travel companies* worldwide choose WEX
*Based on YTD 2024 TTV

Dedicated onboarding specialists, consultative relationship managers, and 24/7 customer support

Tangible Business Benefits

Improve operational efficiency through accounts payable automation

Reduce payment processing costs

Enhance cash flow with credit line flexibility

New revenue streams through competitive rebate structures

Strengthen supplier relationships via timely controlled payments

Your Partner for Payment Success

At WEX, we go beyond processing payments. We simplify the complexity of supplier payments, safeguard your business against fraud, and drive meaningful financial outcomes. Our continuous innovation, proprietary technology, and people-first approach make us the trusted partner to propel your business forward.

Ready to transform your payments and accelerate your success?
Get in touch today

www.wexinc.com



Jurgen Schouten

Katanox

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katanox

Finance Forum 2026

Jurgen Schouten

Top and bottom line are facing pressure

Margins under fire

Year	Occupancy (%)	RevPAR (£)	Profit margin (%)
2019	76%	91	42%
2020	35%	30	-
2021	52%	49	20-25%
2022	68%	78	32%
2023	72%	94	36%
2024	70%	97	34%
2025	56%	75	35%

Source: Audit Consulting Group

BUSINESS NEWS | ECONOMIC NEWS | FINANCE NEWS | HOSPITALITY & LEISURE NEWS | LONDON NEWS

London hotel slump signals early hit from Middle East war as occupancy falls again

WRITTEN BY **AMY JOHNSON LLB FINANCE REPORTER** | 30TH APR 26 12:19 PM

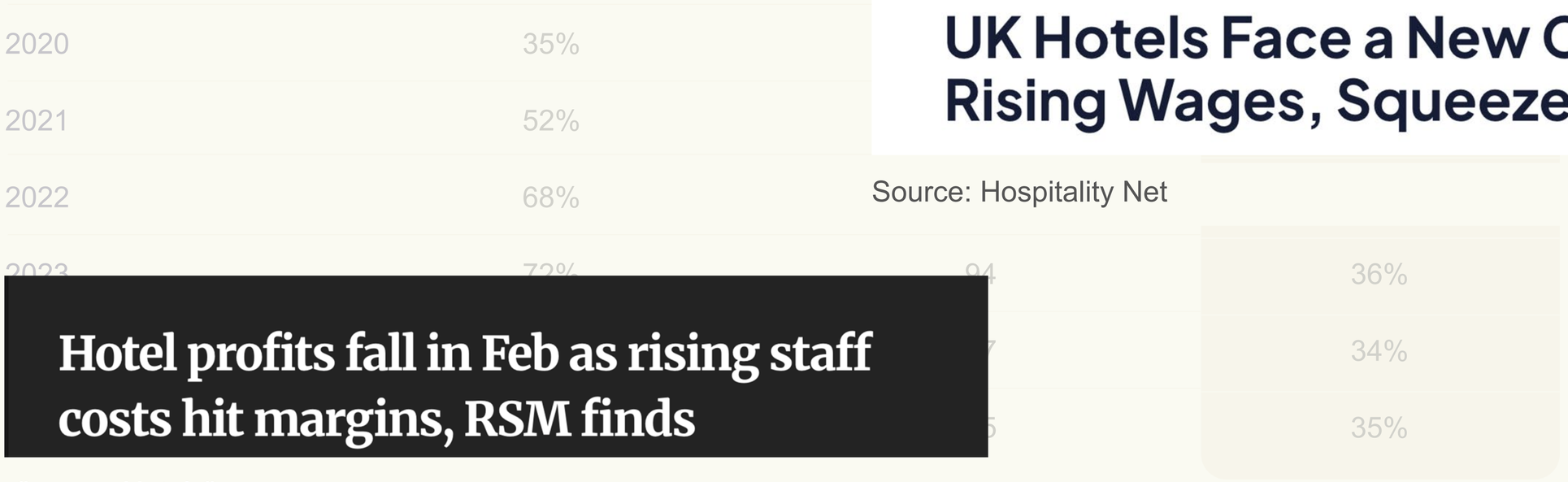
Source: London Loves Business

UK Hotels Face a New Challenge: Rising Wages, Squeezed Margins

Source: Hospitality Net

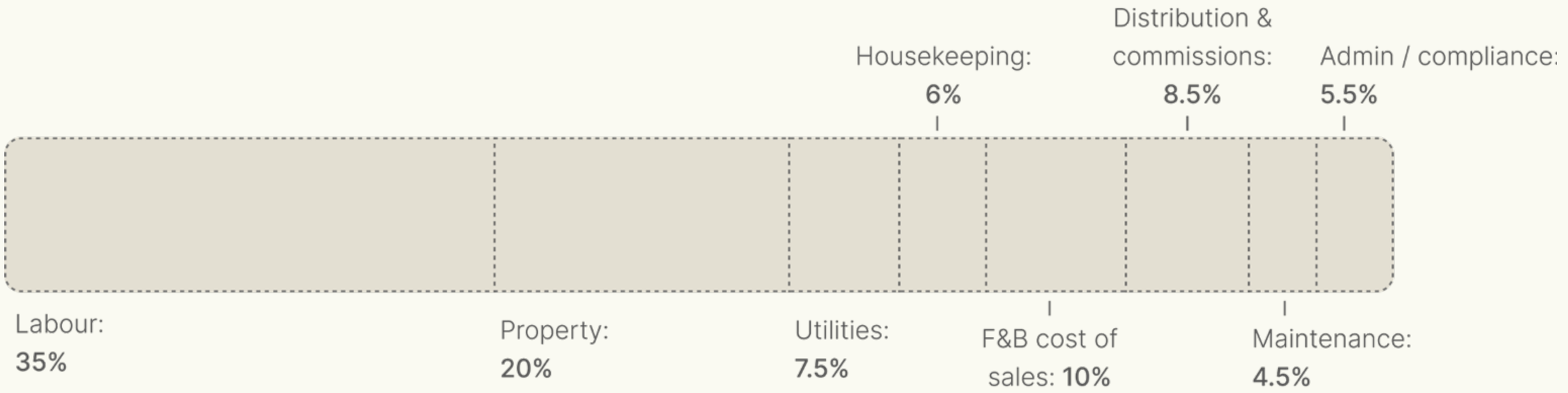
Hotel profits fall in Feb as rising staff costs hit margins, RSM finds

Source: Hotel Owner



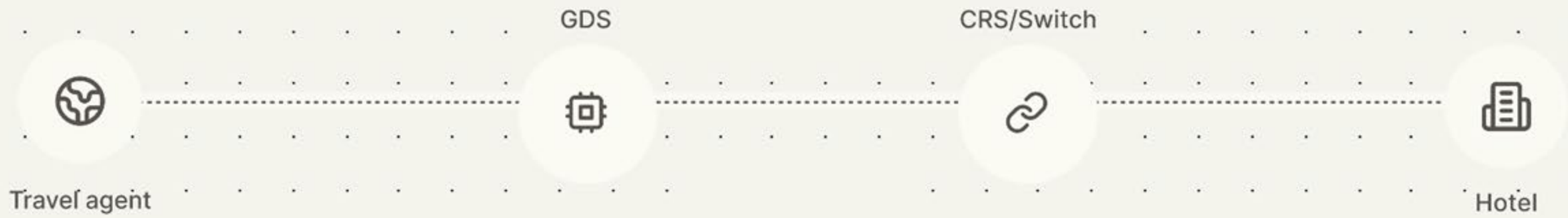
Continually increasing

Key cost for hoteliers



Source: Audit Consulting Group:

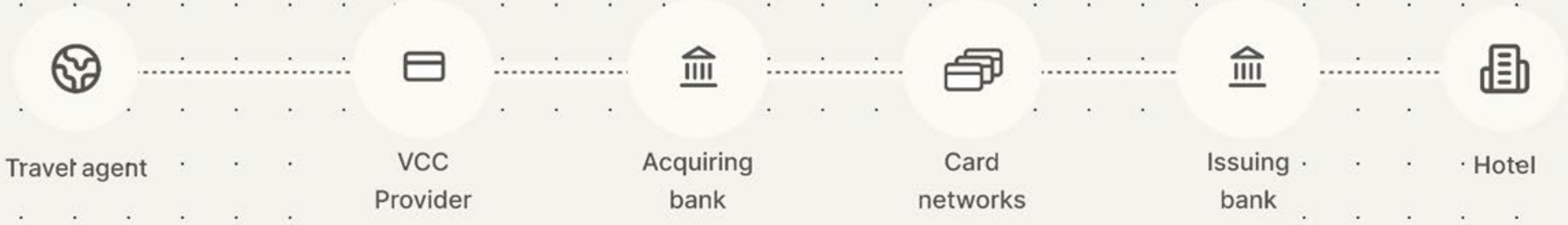
Traditional processes



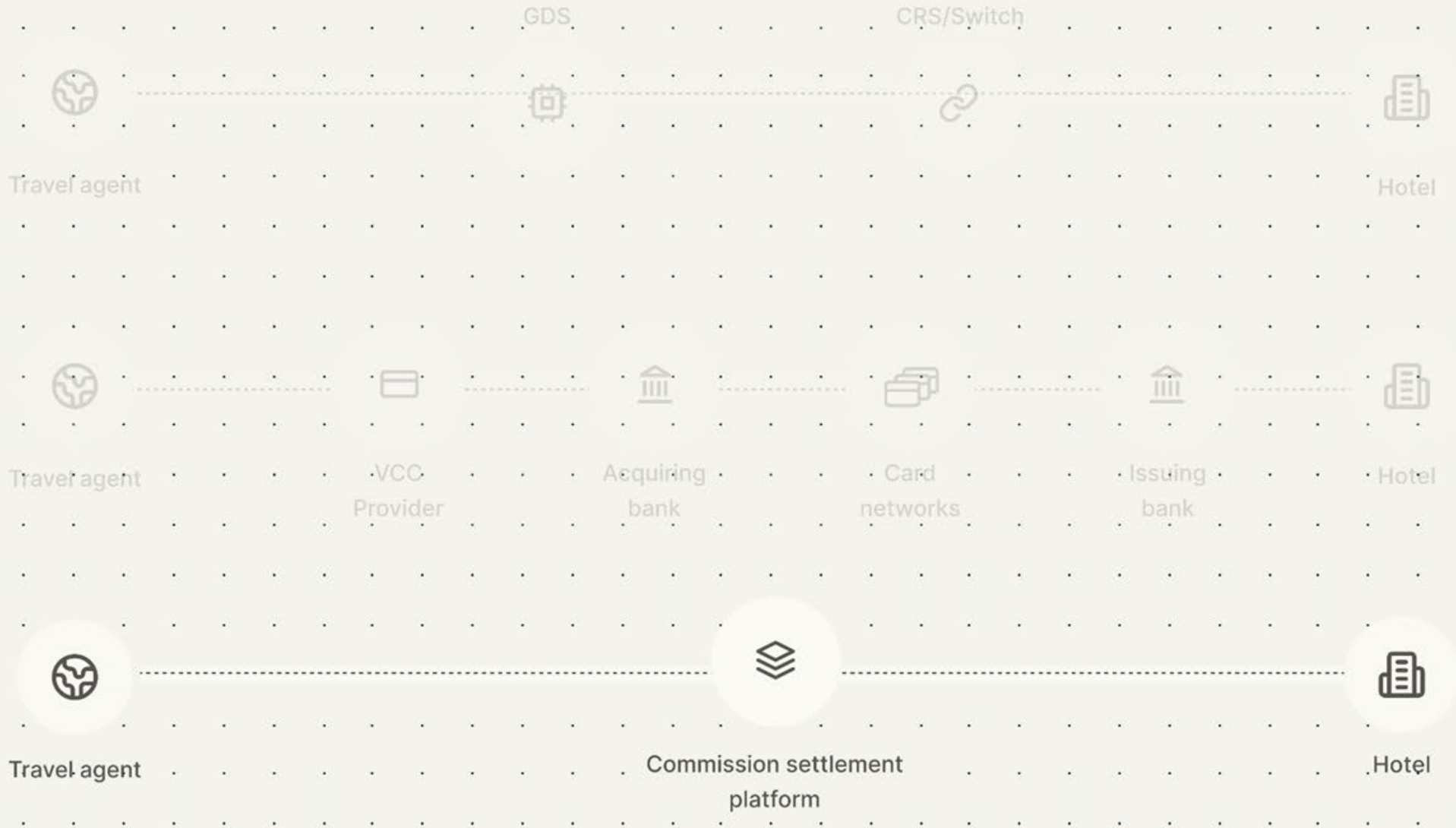




Traditional processes



Traditional processes



Traditional processes

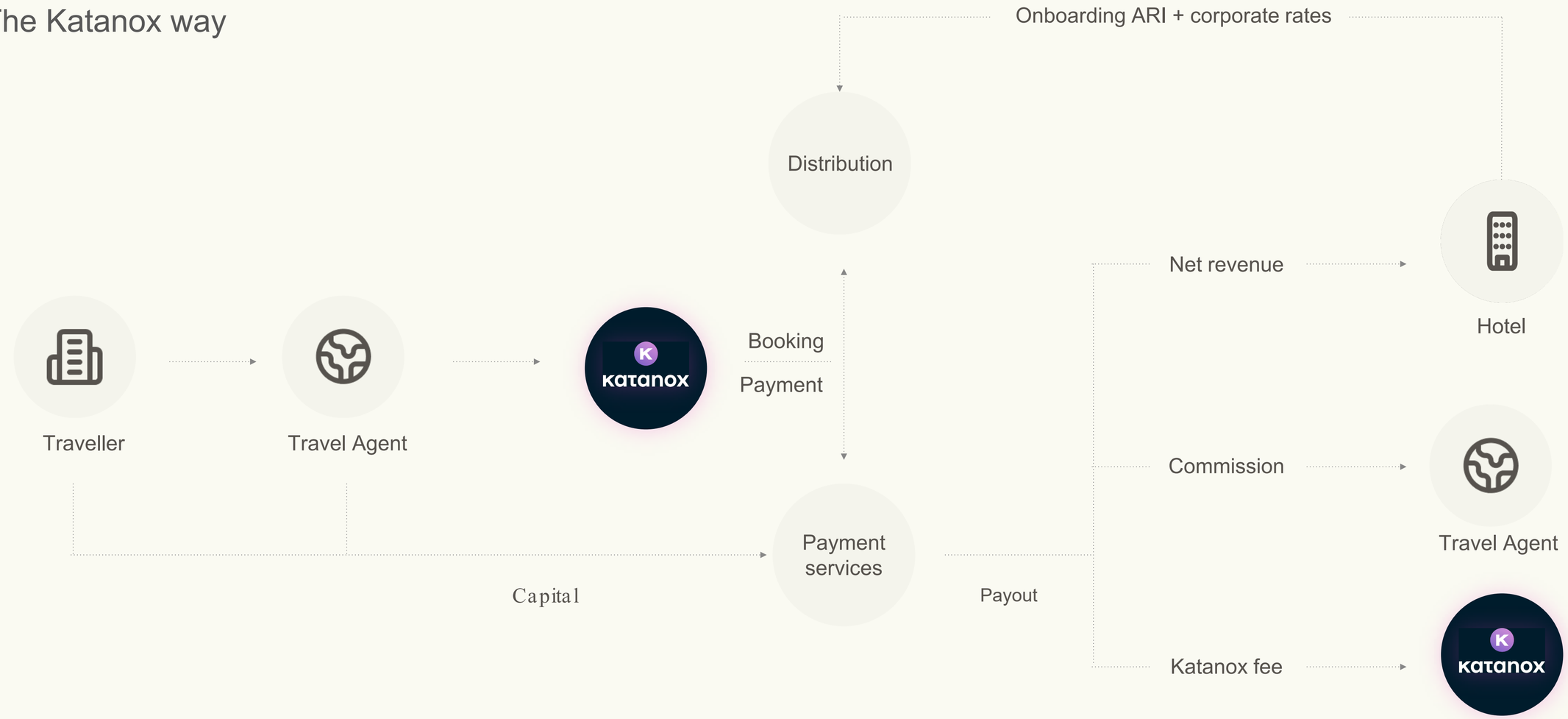


One single platform



Booking end -to-end, Payment Account -to-Account

The Katanox way



Benefits

Everyone wins

Hotels

- Reduce distribution costs
- Convert OTA bookings into direct bookings
- Drive loyalty
- Remove payment from the front desk and get paid quickly at minimal cost
- Enhance the guest experience

TMC/agencies

- Grow margins by converting multiscoure into direct bookings
- Drive loyalty uptake
- 100% commission collection ratio
- Cashflow improvement
- Boost hotel uptake

Benefits

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katanox

Thanks for listening



Igor Costa

Amadeus Outpayce

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Where Travel Meets Payments

How embedded payments and orchestration simplify operations for agencies and suppliers.

outpayce
from amadeus

Igor Costa

Commercial Manager Payments – Outpayce from Amadeus

Travel. Simply paid.

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Did you know?

$1T+	in B2B payments processed in the travel industry every year
5 parties	can be involved in a single international booking before the supplier gets paid
1–2%	earned back on every supplier payment when agencies use virtual cards
1000s hrs	lost per year by agencies on manual reconciliation of supplier payments

Let's look at how payments flow in travel — and where this opportunity comes from.

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From Fragmented Payments to an Embedded Payment Layer

The problem today

- Disconnected booking & payment systems
- Manual Reconciliation
- FX leakage & acceptance issues
- High operational & compliance risk

What finance needs

- One source of truth for payments
- Predictable cashflow and settlement
- Automated reconciliation
- Secure compliant payment flows

The embedded model

- Booking & payment connected
- Single orchestration layer
- Automated reconciliation
- Local acceptance & FX cost reduced

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A **one-stop travel and payment hub** — not just another tool.

A single platform where every booking automatically generates a compliant payment, every payment reconciles instantly, and every transaction feeds into reporting dashboards.



Book

- GDS and non-GDS Bookings
- Payment generated at booking time
- Online booking tool and third parties data integration

Pay

- Payment method selected based on supplier, geography and currency.
- Local acceptance and currency considerations applied by default

Reconcile

- Invoices collected and aligned with payments
- Transaction matched to booking references

Report

- Unified view across bookings, payments and suppliers
- Consistent data for close, audit and analysis
- Reporting aligned with compliance needs

Every transaction tells a story — now you can see it **all in one place**.

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Powering payments in the travel industry

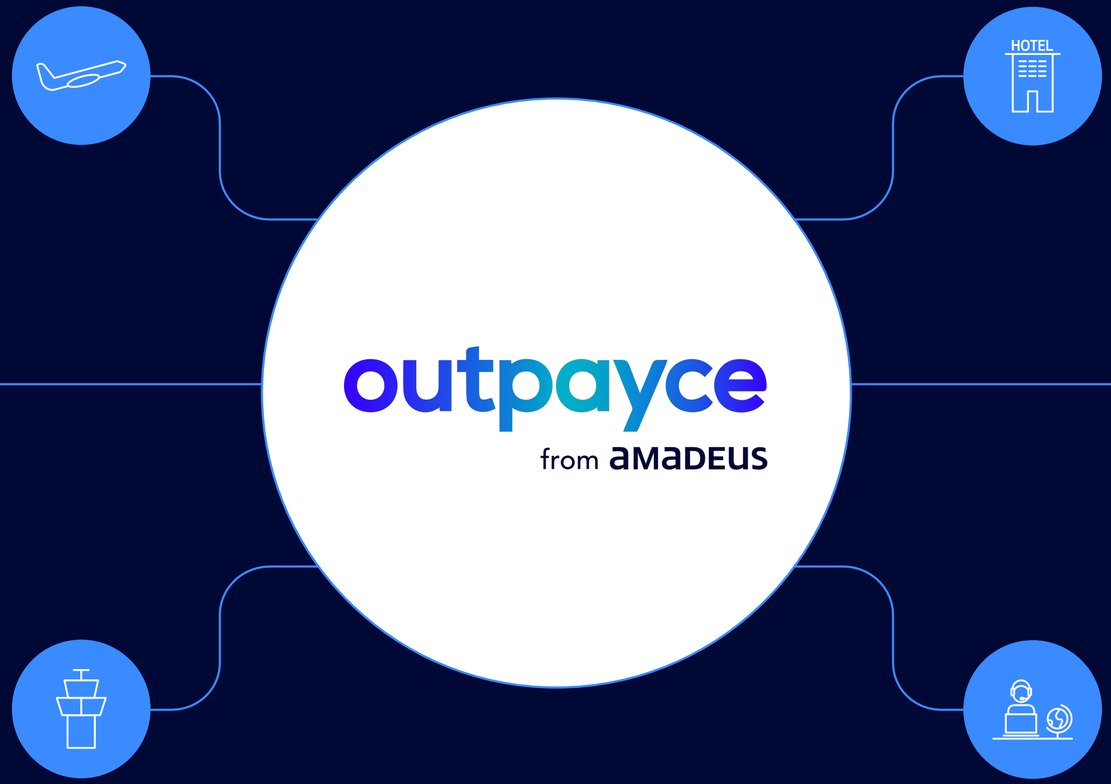
Merchant Solutions

Pay in

We help travel players get paid

- 420+ Acquiring banks
- 20+ payment service providers
- 300+ alternative payment methods

Avianca, Singapore Airlines, AEGEAN, Icelandair, Letsfly tech



Payout Solutions

Pay out

We help travel players to pay any travel content

Partners:

- 10+ card types
- 6+ card issuing bank partners
- 40+ currencies

PriceTravel, KIWI.COM, AERTICKET, VIAJES El Corte Inglés, ejhcard 易捷汇科技

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Where is the industry heading?



01

Unique Orchestration

02

Increase VCC usage for B2B Payments

03

End-to-end Integration

04

AI for operation optimization

outpayce
from amadeus

Travel.
Simply paid.

outpayce.com

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FINANCE FORUM 2026

COFFEE BREAK

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

Expert Panel Session on Payment Methods



Daniel Graham
Conferma



Jonathan Read
Leonardo Hotels



MODERATOR
Andrew Clarke



Carolina Castillo
WEX



Jurgen Schouten
Katanox



Amanda Riley
Conference Care



Igor Costa
Amadeus Outpayce

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LUNCH

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

B2B legalities and charges



Matt Gatenby

Travlaw

beam & BTA
BUSINESS TRAVEL ASSOCIATION

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2026

B2B Legalities & Charges
11th May 2026

Matt Gatenby, Senior Partner

Matt@Travlaw.co.uk

The Brief

1. Legalities around Payment methods
2. Passing on charges – the good, the bad & the ugly
3. Changing payment methods – considerations
4. Regulatory changes coming down the line

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Is there any law around what payments you can accept?

- No.

Alright, there is a bit more to it….

- You can choose to accept what you want. Plenty of businesses do…;
- There is a slightly esoteric ongoing debate around what “legal tender” actually is and what that means;
- And where there is a “pre-existing debt” then any legal tender must be accepted;
- However, if you wish to accept payment in any form, you can.

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Passing On Charges

- B2C is a different world following the Consumer Rights (Payment Surcharges) Regulations 2012;
- But in our world, there is very little that actually stops you;
- Contracts are key – and almost certainly the framework that will be the start & end of it;
- Technically there is the potential for the Unfair Contract Terms Act 1977 – but it is rare for Courts etc… to step in;
- Charges for accepting a payment in a certain way can be passed on, but only as far as the actual costs to the business in doing it. I.e. margin possible.
- VAT & tax implications might be a consideration.

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Making Changes & Buy Now Pay Later

Making Changes

- Again, this is effectively a contractual matter;
- On what terms are you contracting?;
- Are changes allowed? What if there is silence?

BNPL

- As before, B2C is seeing a lot of change here;
- But B2B BNPL is not the same thing – it's effectively a deferred payment mechanism;
- From a legal point of view it's that contract point again… - and starts with a real Pros v Cons discussion.

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THANKS FOR JOINING US…

Hope to see you again soon!

DID YOU KNOW…?

Your Travel and Leisure Law team can help you with…

| Booking Conditions | Corporate | Data Protection | Employment | Health and Safety | Litigation | Regulatory Advice | Trading Online | Trading Standards | Intellectual Property | Commercial Agreements | ATOL Compliance | In House Support, Training and Seminars | Techlaw

TOMS & Billback



Laura Chipp

VATNAV

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2026

TOMS VAT, agency and billback

11 May 2026

Laura Chipp
Director
VATNAV Ltd

07971642789
laura@vatnav.com

Agenda

1. Principal vs agent
2. Services as principal and TOMS
3. How to avoid TOMS using agency
4. Billback for agency services
5. Common issues

Principal vs agent

Principal vs agent

What is a principal?

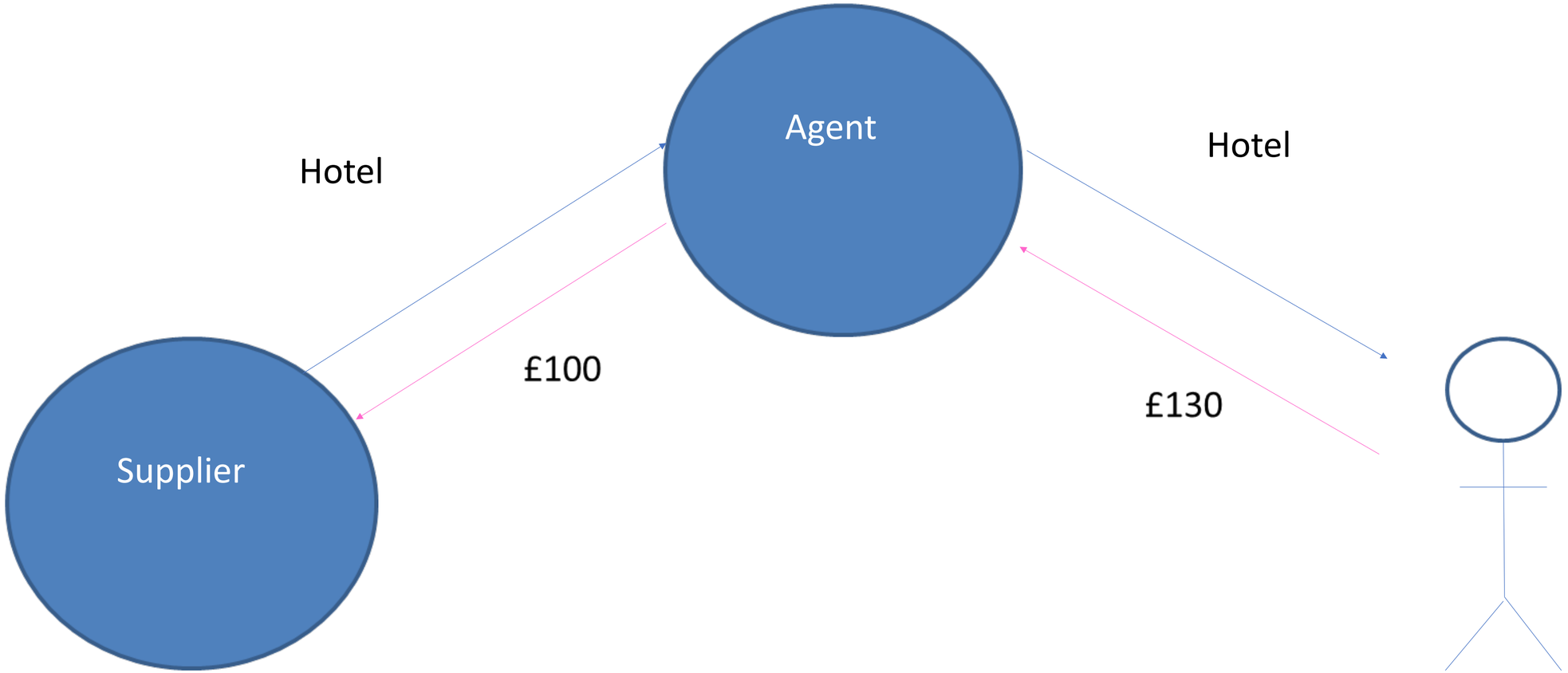
- Principals buy and sell services in their own name.
- They will usually take a net rate and mark up, and have flexibility in setting their own prices and other terms for the travel services.
- Needs to be clear within the contracts.
- Should be the hotel's "customer" for invoicing purposes.

Principal vs agent

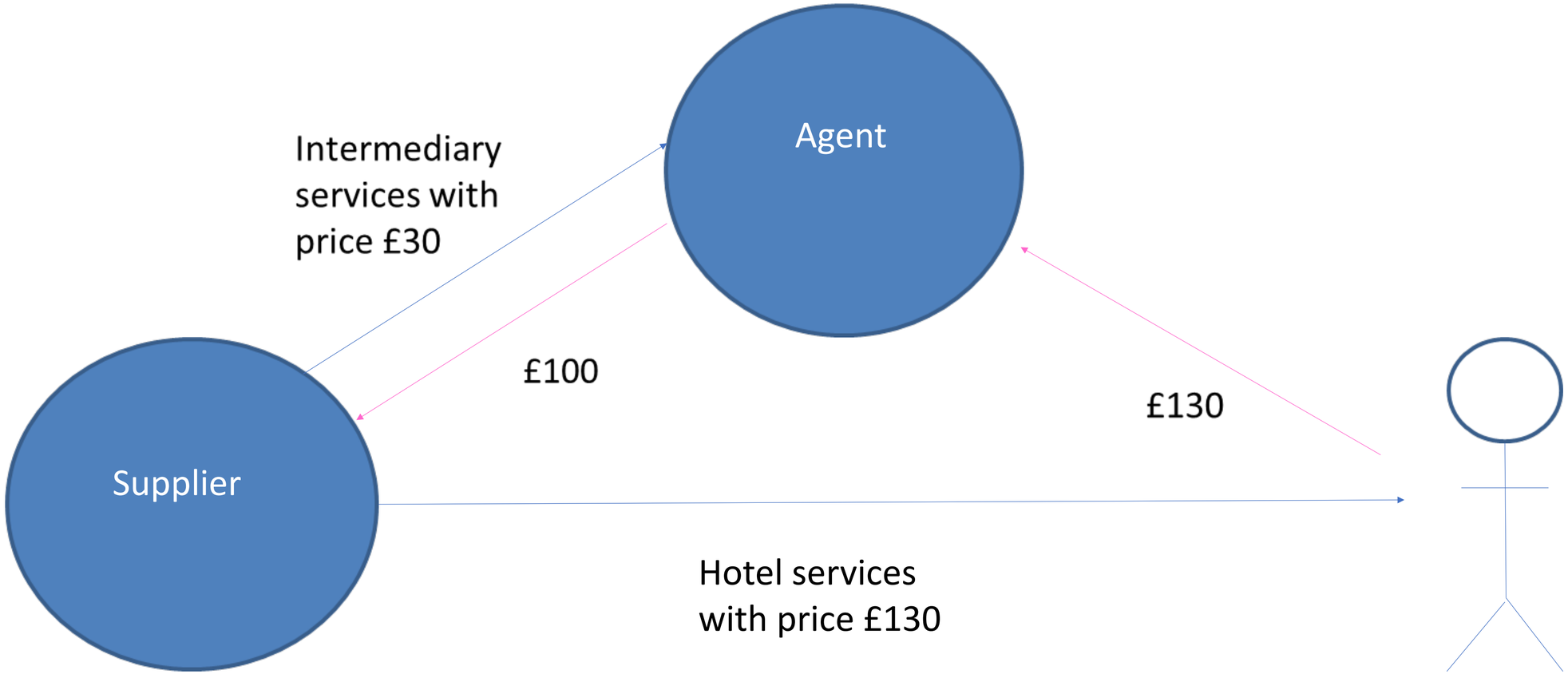
What is an agent?

- Disclosed agents do not act in their own name in supplying a service. Instead, they arrange a sale on behalf of someone else, the principal.
- Should not be the hotel's "customer" for invoicing purposes
- Needs to be clear within the contracts.
- A fee or commission will usually be agreed.
- However, in practice, agent and principal arrangements can look similar…

Agent vs principal – acting as principal



Agent vs principal – acting as agent



Services as principal and TOMS

How are travel services treated as principal?

VATNAV

- General VAT place of supply rule = B2B services are taxed where the customer is located.
- However:

  → Travel services often fall within one of the exceptions and are taxed where they take place.

  To “simplify” this:

  → In certain circumstances the Tour Operators’ Margin Scheme (TOMS) rules apply.

The Tour Operator’s Margin Scheme

What is TOMS?

- Tour Operators’ Margin Scheme
- A different way of accounting for VAT when certain criteria are met
- Was a “simplification” for EU businesses, and the UK has kept a version since Brexit.
- Applies not just to tour operators – many other businesses can fall within the scheme.

When does it apply?

Only if all the following conditions are satisfied:

- There is a supply of “travel services”
- The supplier is acting in his own name
- The services are acquired from a third party and are supplied without “material alteration” or “further processing”
- The services are supplied “for the benefit of a traveller”

The effect of TOMS

VATNAV

- The supplier (Agent) cannot recover any input VAT on direct costs
- VAT can still be recovered on overheads and in-house costs.
- S/R VAT on the UK margin
- Z/R VAT on the non UK margin
- No VAT invoice can be issued to the customer and the customer cannot recover any VAT

For example:



- Agent cannot recover the VAT charged by the hotel – gross cost = £120.
- Agent charges VAT on the margin made = £150 - £120 = £30 margin. VAT = £30 x 1/6 = £5.
- Corporate customer cannot recover any VAT – gross cost to customer = £150.

- Agent's position is similar to non-TOMS.
- Corporate customer's position is worse, as the real cost increases from £125 to £150.

VATNAV

How to avoid TOMS using agency

Acting as disclosed agent

Contracts:

- Appointment as agent and fee/commission agreement
- Should be clear that no supply terms are set by the agent (e.g. cancellations, risk and liabilities, compensation, etc.).
- Should be clear that the customer and supplier have a separate agreement
- Should be no mention of the agent “supplying” travel services or of the corporate client being the agent’s “customer”

Acting as disclosed agent

VAT treatment:

- Need to consider the VAT treatment of the agent's commission.
- Agent should not recover VAT on the travel service nor account for VAT on the sale of the travel service.
- The sale and COS of the travel service itself should not show up in the agent's VAT returns.

Acting as disclosed agent

Invoicing:

- Hotel should issue the invoice addressed to the customer, not the agent.
- Agent should pass this through or use the billback provisions.
- Agent should not itself issue an invoice for the hotel services.

- **How do we do this when the agent will often pay and communicate with the supplier on behalf of the corporate client?**

- HMRC recognize that the invoicing position is difficult for agents acting for corporate clients. A “simplification” is allowed…

VATNAV

Invoicing and billback

Billback

1. Invoices from suppliers (e.g. hotel) should be addressed to the corporate customer “c/o” the agent for payment, and the booking field on the supplier invoice should identify the traveller and their company.

Hotel’s invoice:

INVOICE

Customer:

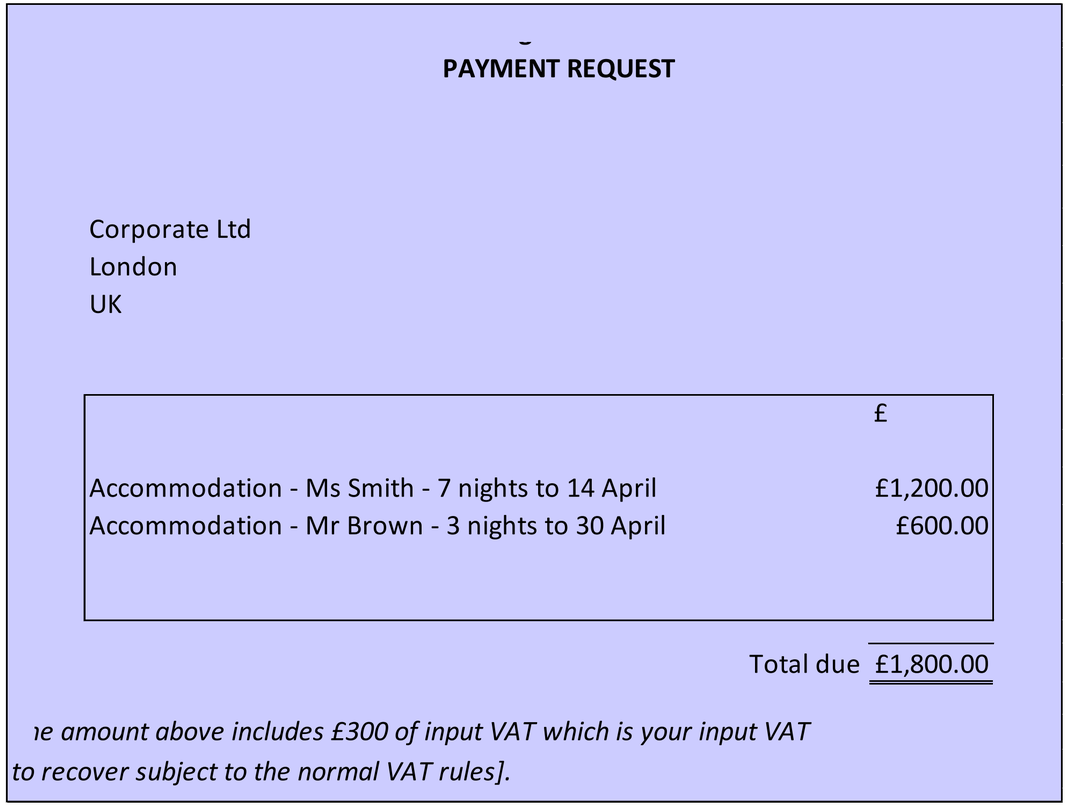
Ms Smith,
Corporate Ltd
c/o Agent Ltd
London, UK

	£
UK accommodation - 7 nights	£1,000.00
Plus VAT @ 20%	£ 200.00
Total due	£1,200.00

Billback

3.The agent issues the corporate customer with a “payment request” which would set out the total gross amount payable to the hotel(s) and may include all trips over a period.

4. There should be a statement somewhere on this payment request which says 'VAT of £[insert] was incurred on this booking which is your input tax which can be reclaimed subject to the normal rules' or similar.



PAYMENT REQUEST

Corporate Ltd
London
UK

	£
Accommodation - Ms Smith - 7 nights to 14 April	£1,200.00
Accommodation - Mr Brown - 3 nights to 30 April	£600.00

Total due £1,800.00

ıe amount above includes £300 of input VAT which is your input VAT to recover subject to the normal VAT rules].

Billback

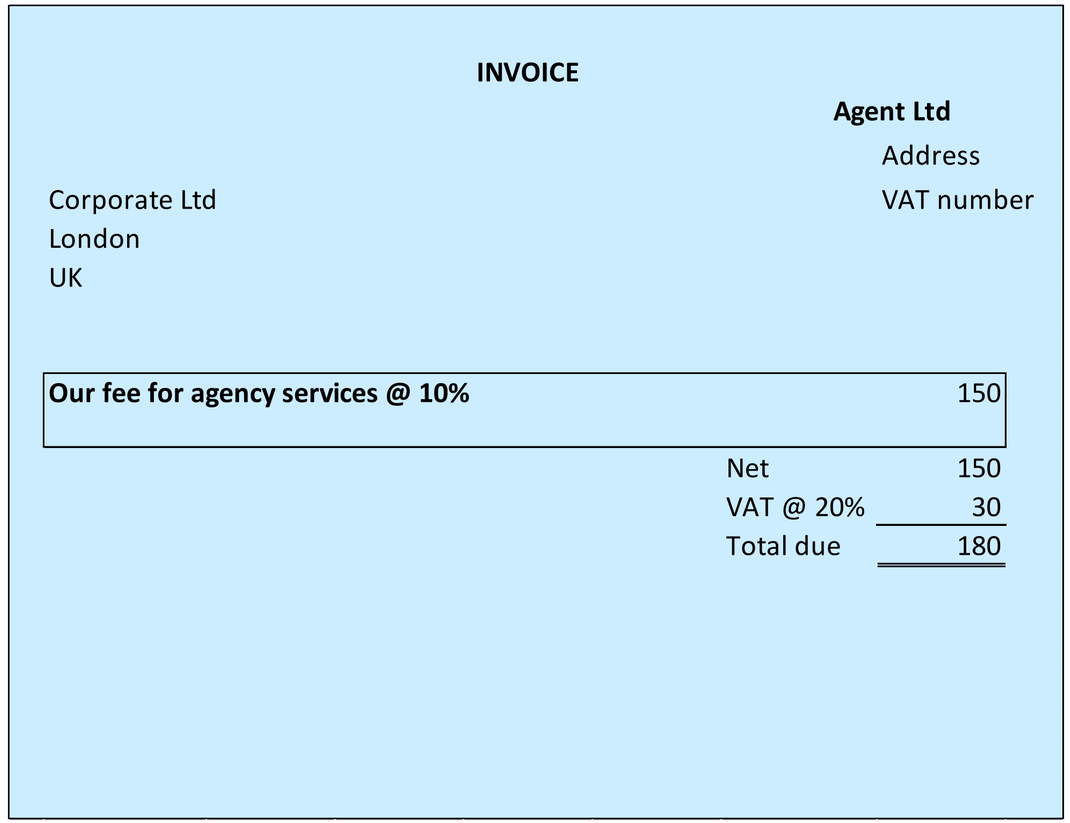
5. This document allows the corporate customer to reclaim the input VAT without the need for the agent to pass through to them each individual invoice.

6. The agent would retain the original supplier invoices and these will be made available if evidence of entitlement is required by HMRC.

Billback

7. The agent would send a VAT invoice for its own services plus VAT if applicable (alongside the payment request or separately). The corporate customer can then recover the VAT on the agent's fee.

8. The agent would charge to the corporate client the exact amount charged by the travel supplier as a disbursement plus any fee it earns from the corporate client if applicable. In this example, the agent charges a total amount of £1,980 and the corporate can recover £330 in VAT in total.



INVOICE

Agent Ltd
Address
VAT number

Corporate Ltd
London
UK

Our fee for agency services @ 10%	150
Net	150
VAT @ 20%	30
Total due	180

VATNAV

Common issues

Common issues

- How does the agent get the invoice from the hotel if it is only issued on check-out?
- How are deposits dealt with?
- Will the corporate accept a payment request as a valid document within its systems?

VATNAV

ANY QUESTIONS??

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FINANCE FORUM 2026

BREAKOUT SESSIONS

Enquiry to Payment

Payment Toolkits–
sharing Best Practice

IATA payments

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

Headline sponsor:

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— BUSINESS TRAVEL — ASSOCIATION

FINANCE FORUM 2026

Payment Toolkits – sharing Best Practice

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

Payment Toolkits – sharing Best Practice



Amanda Riley

Conference Care



Laura Chipp

VATNAV

Key points of discussion:

- A session on best practices for payment toolkits, discussing what is needed from a focus on security, user experience, and technical efficiency to ensure smooth, secure transactions.
- Who should you credit check?
- Who is the principal payee?

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BREAKOUT SESSIONS FEEDBACK

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BREAK

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel

Q&A session with Onyx CentreSource



Kevin King

Onyx CentreSource

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2026

beam and BTA Finance Conference

11th May 2026



Global Leader in B2B Hospitality Payments & Business Intelligence

What Sets Us Apart

Purpose-built platform
for hospitality workflows

Commission Expertise
deep focus on hotel and agency payments

Global Trust
preferred by leading brands worldwide

Unique Market Position
center of hospitality supply & demand

Ongoing Innovation
launching new products to drive growth

150K
hotels

200K
agencies

30+
years of experience

$700B
revenue under management since 1992

$2.1B
payments processed annually

100M
unique transactions annually

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Connecting the World's Top Hotels & Agencies

Serving as the connective layer between hotels and agencies, Onyx CenterSource enables secure data flow, automated commission payments, and transparent reporting that supports long-term, global partnerships.



Focus on the Future

Our Purpose

We are the leading provider of B2B payments and business intelligence to the hospitality industry.

How We Get There

Client Experience
Faster resolution, more self-service

Seamless Integrations
Key partner tech (PMS, catering, agency)

Modernized Platform
O² initiative

New Market Segments
M&E + Luxury Leisure

Actionable Insights
Analytics + data feedback

Global Invoicing
Currency + VAT expansion

Thought Leadership
SKIFT collaboration on trends

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Strategic Roadmap: 2026 & Beyond

Platform Transformation | 2026–2028

- **Next-Gen Payment Engine**: Modernize and re-architect the core platform to enable scale, reliability, and future innovation.
- **Onyx Platform Evolution**: Replace legacy processes with intelligent automation to reduce friction and increase transparency.

Product & Intelligence Acceleration | 2026–2027

- **New Intelligence Offering**: Launch a differentiated, on-demand business intelligence solution for travel and hospitality.
- **Luxury & Leisure Enablement**: Enhance platform capabilities for luxury, leisure, and independent travel advisors globally.

Partner Ecosystem Expansion | 2026–2027

- **Partner Ecosystem Launch**: Introduce a centralized partner ecosystem highlighting integrations and alliances.
- **Virtual Card Partnerships**: Expand payment optionality through strategic virtual credit card providers.
- **Advisory Council Formation**: Establish our first advisory council to drive market-informed strategy and innovation.

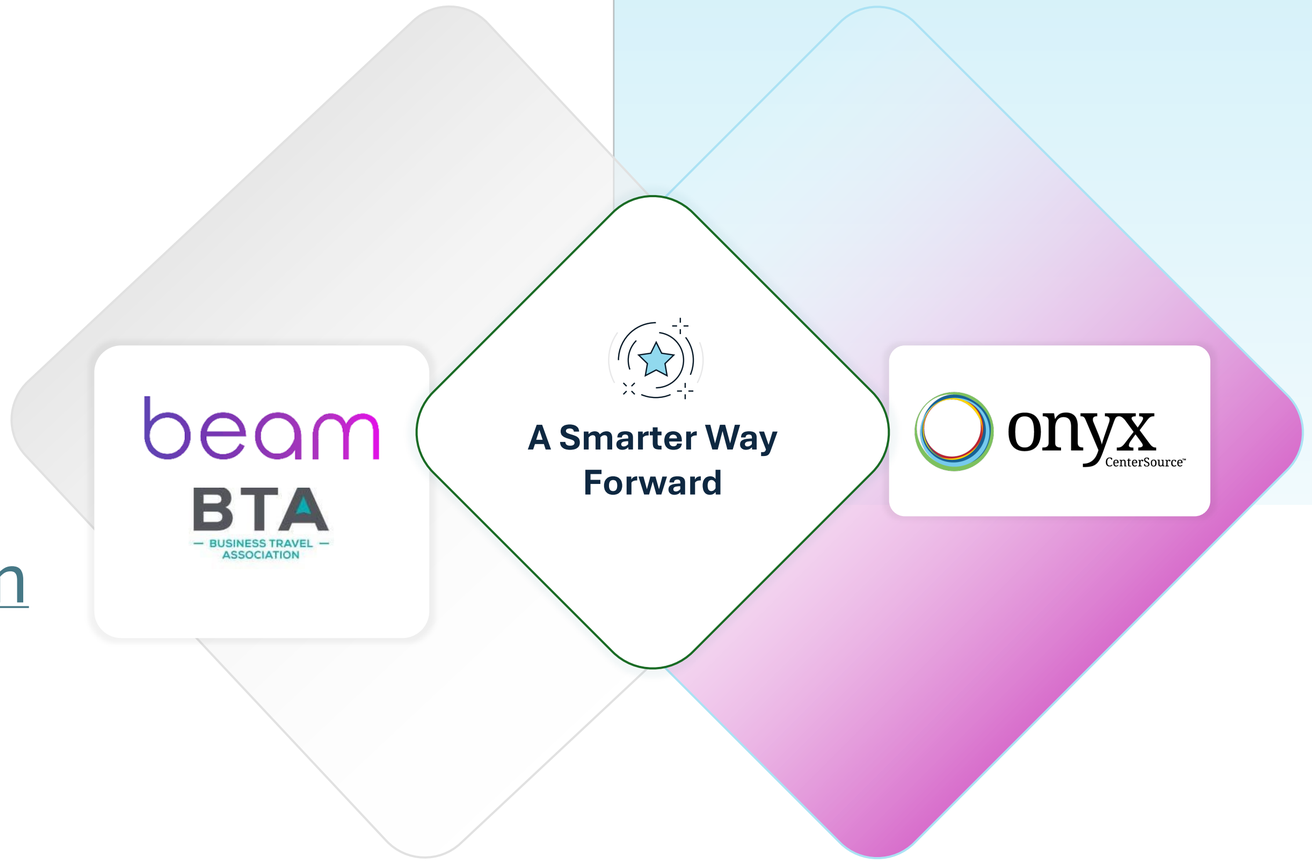
Global Growth & Market Expansion | 2026–2028

- **APAC Expansion**: Scale offerings across priority APAC markets.
- M&E Ecosystem Growth: Increase hotel participation to strengthen GroupPay value.
- **Cruise Sector Expansion**: Deepen Onyx's presence within the cruise category.

Stronger Together: Beam + BTA + Onyx

Kevin King
Vice President Strategic Sales
Onyx CenterSource

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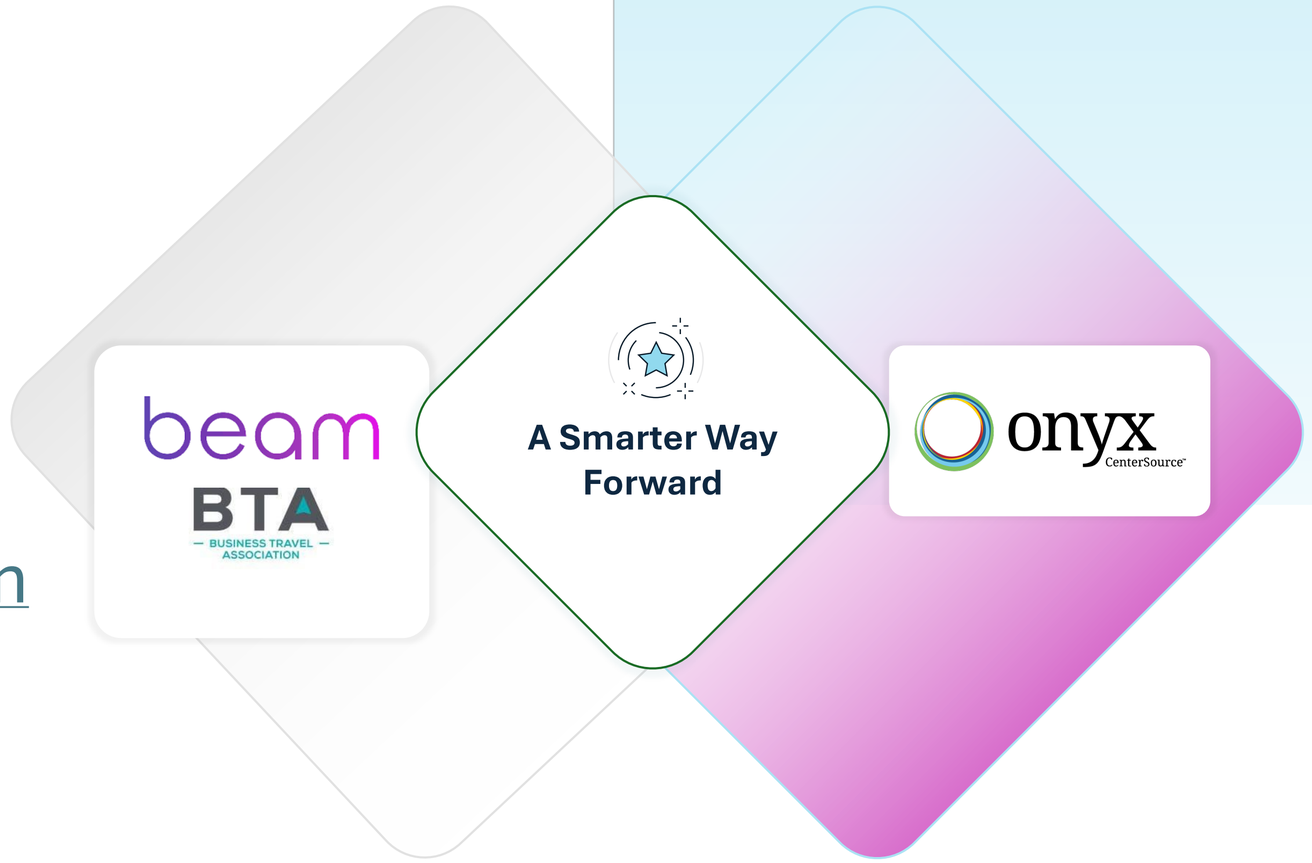


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Data trends



Jason Gutteridge

Venue Directory



Laura Cresswell

Cvent

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Finance Forum



Data trends redefining meetings, events and business travel

May 2026

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FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. All statements other than statements of historical fact contained in this presentation, including statements regarding macroeconomic trends that we expect to influence our industry, plans for capital expenditures, expectations regarding the introduction of new products, changes to the competitive marketing or regulatory landscape affecting our industry, and plans for growth or future operations are forward-looking statements. These forward-looking statements are only predictions and are subject to a number of risks, uncertainties and assumptions. It is not possible for the company to predict all risks, nor can it assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events.

Meet your presenters



Laura Cresswell

Senior Manager, Sales, Hospitality Cloud

Cvent



Jason Gutteridge

Director, Sales and Operations

Venue Directory

MEETINGS AND EVENTS SOURCING INSIGHTS

Cvent Supplier Network – UK & Ireland highlights

Jan to Apr 2026 vs Jan to Apr 2025

RFP Volume Growth	**+17.6%**
Room Nights Growth	**+54.4%**
RFP Value Growth	**+64.5%**
Proposed Rate Growth (Basis Event Year)	**+5.7%**

Venue Directory Sourcing Volumes
Jan to Dec 2025

706,722 -19%
Total Enquiries

200,495 -5%
Unique Enquiries

141,805 -3%
Confirmed Bookings

£744,467,920
+0.5%
Unique Enquiry Amount

£33,933,634 +0.9%
Overseas Confirmed M&E Bookings

1h 53m 2h 4m
Avg Response Time

£481,245,397
-2%
Confirmed Amount

32 -2%
Average Attendees

cvent | venue DIRECTORY

Jan – Dec 2025 vs Jan – Dec 2024 on Arrival Date

Venue Directory Sourcing Volume
Jan – Apr 2026

235,135 -14%
Total Enquiries

64,179 -7%
Unique Enquiries

43,101 -5%
Confirmed Bookings

£246,821,656 -10%
Unique Enquiry Amount

£11,691,945 +15%
Overseas Confirmed M&E Bookings

1h 48m 1h 54m
Avg Response Time

£156,414,043 +10%
Confirmed Amount

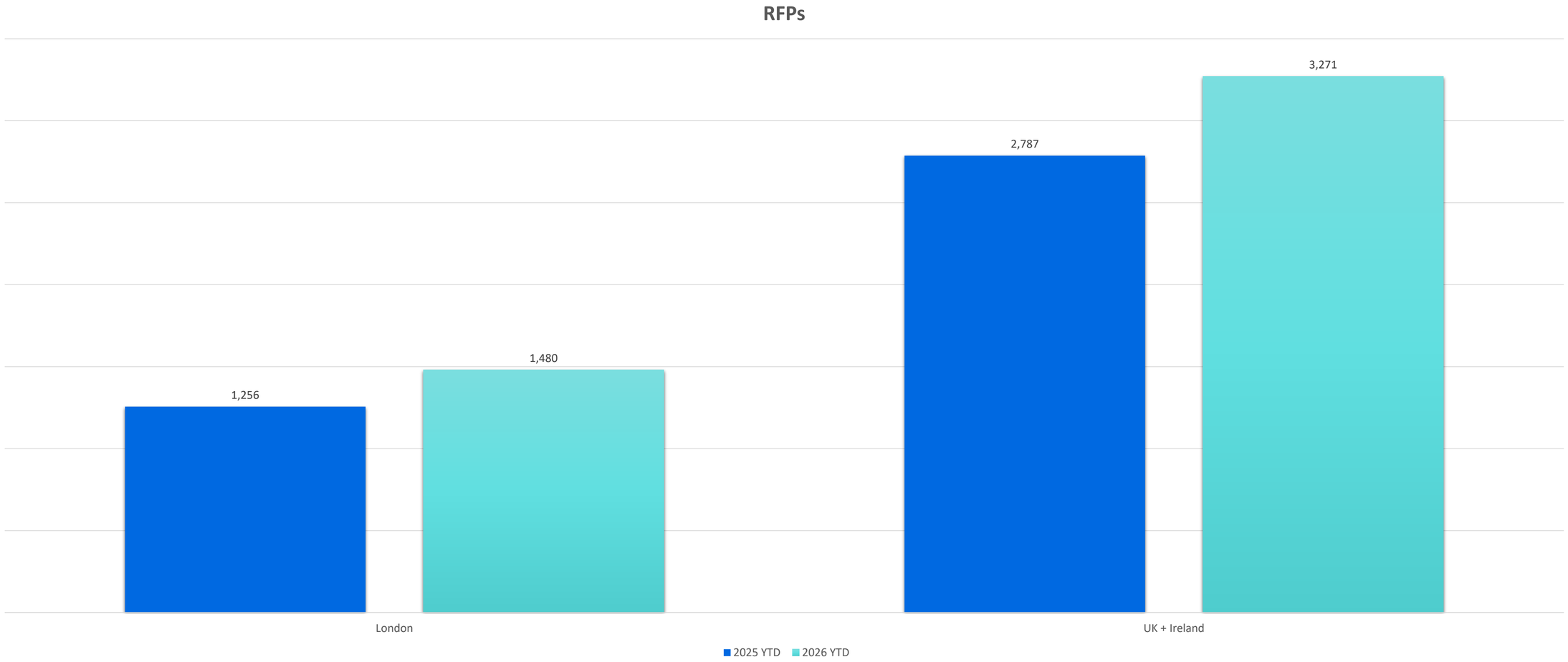
34 0%
Average Attendees

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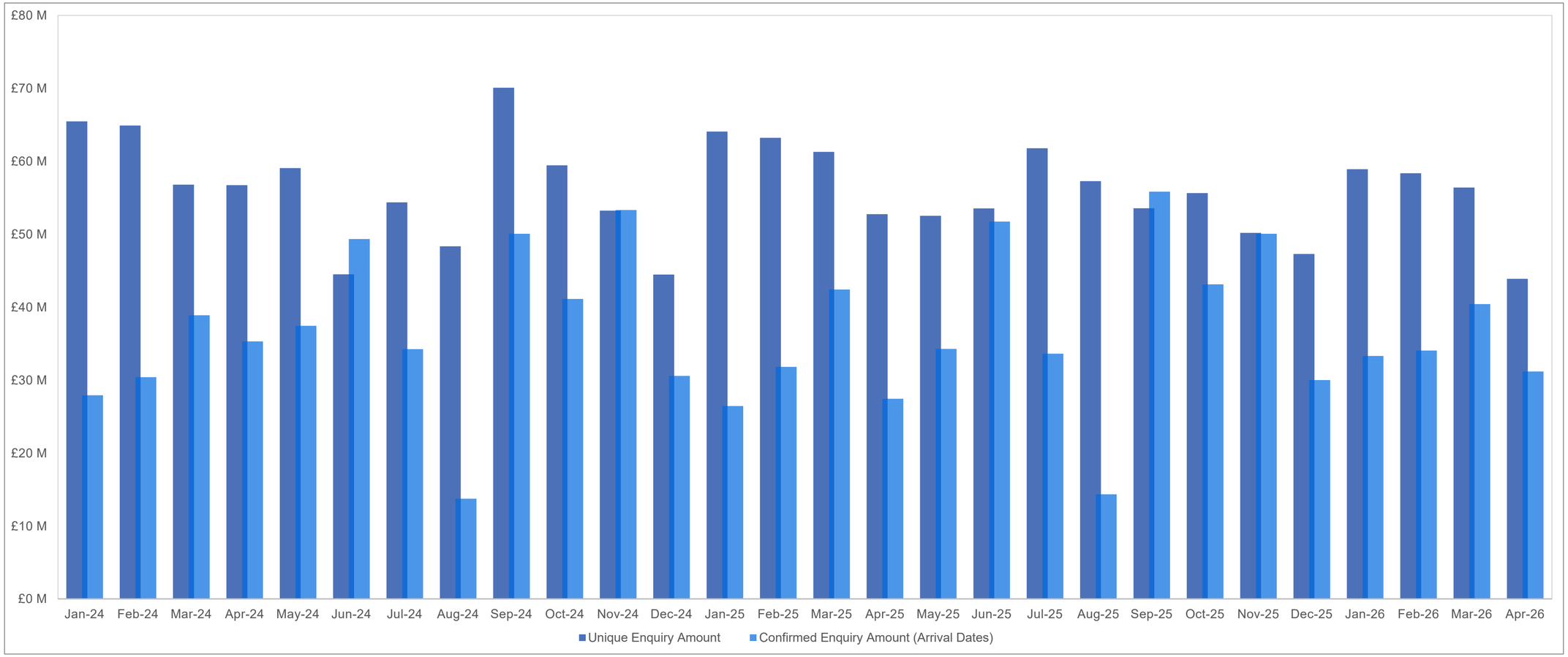
Jan – Apr 26 vs Jan – Apr 25 on Arrival Date

Cvent Supplier Network RFP volume – UK&I vs London

JAN- APR 2026



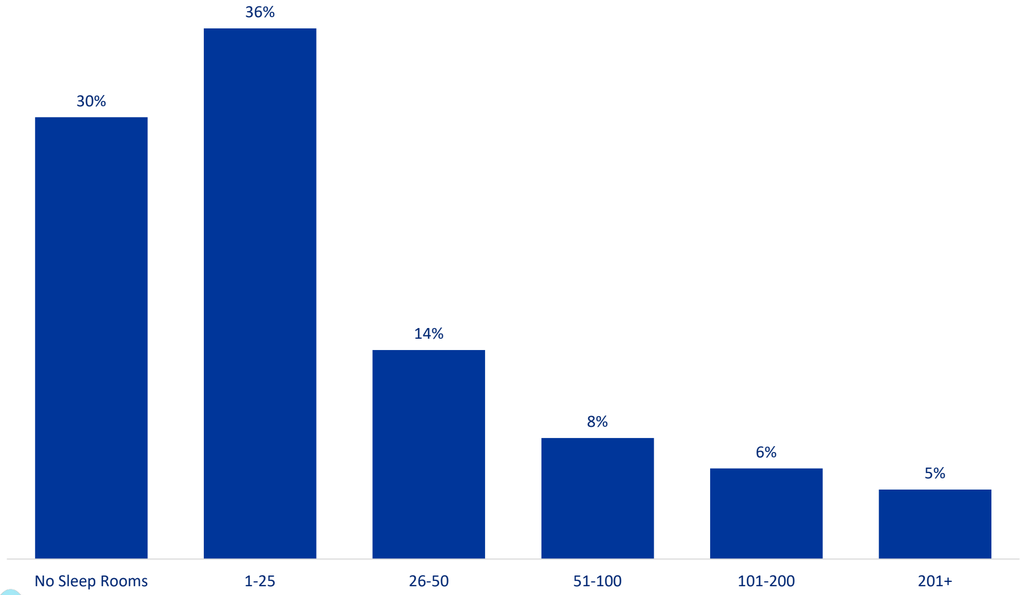
2024-2025 Enquiry Amount V Confirmed Amount (UK + Republic of Ireland)



Cvent Supplier Network RFPs by peak rooms and attendee range

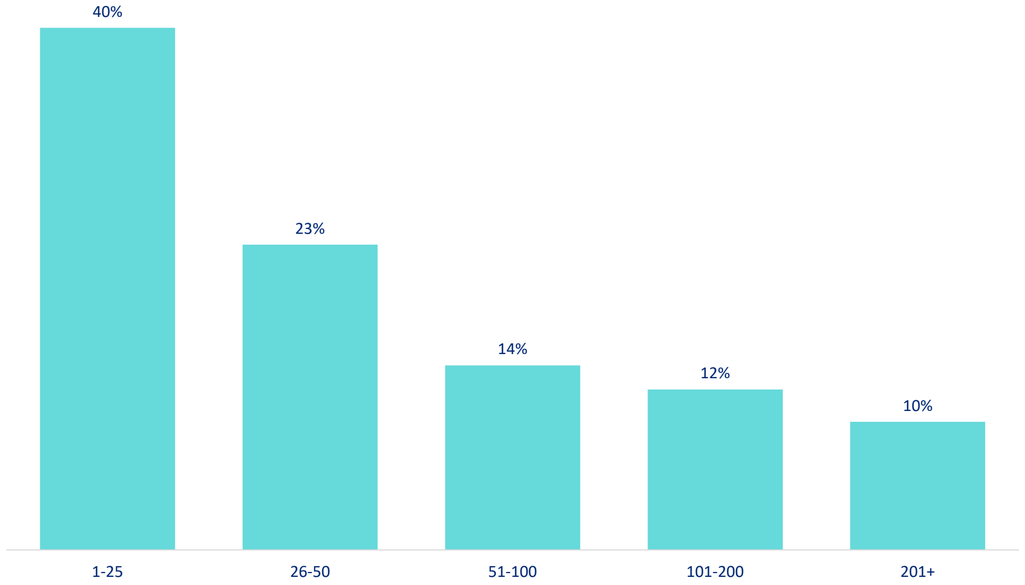
More small and medium size RFPs in UK & IE in 2026 YTD

80% of RFPs sourced were for 50 rooms on peak or less



Peak room range

63% of RFPs sourced were for 50 attendees or less



Attendees range

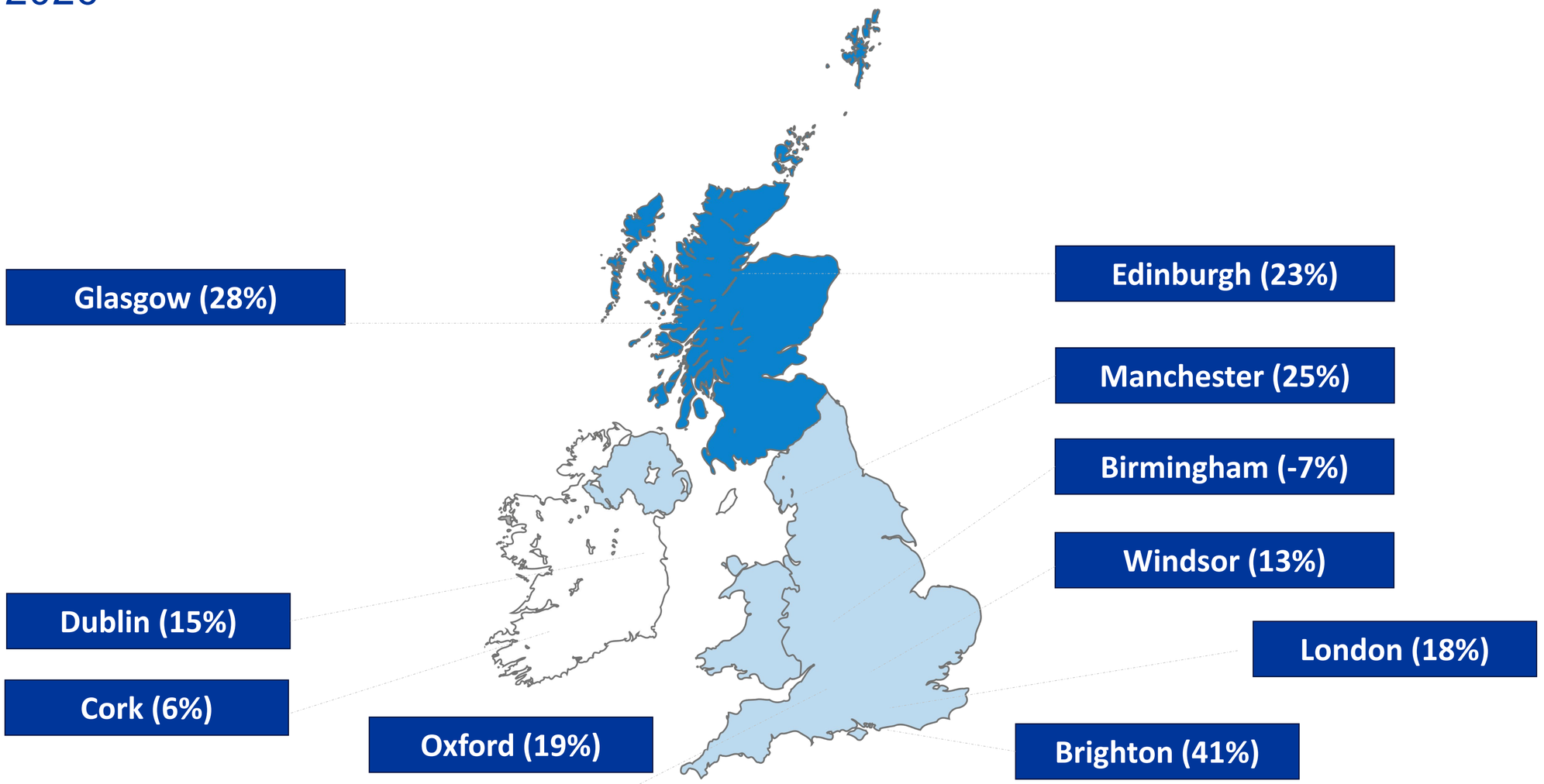
Feeder markets for UK and Ireland on Cvent Supplier Network

RFPs distributed to UK & IE – Jan to Apr 2026

Planner regions	% RFPs	% room nights	% RFP value	Change in RFP value distribution
UK	61.39%	25.66%	28.71%	**18.07%**
USA	26.04%	61.39%	59.41%	**12.64%**
Western Europe	7.54%	8.26%	7.53%	**29.53%**
Rest of Europe	1.67%	0.88%	0.68%	**22.73%**
Rest of World	3.36%	3.81%	3.67%	**22.47%**

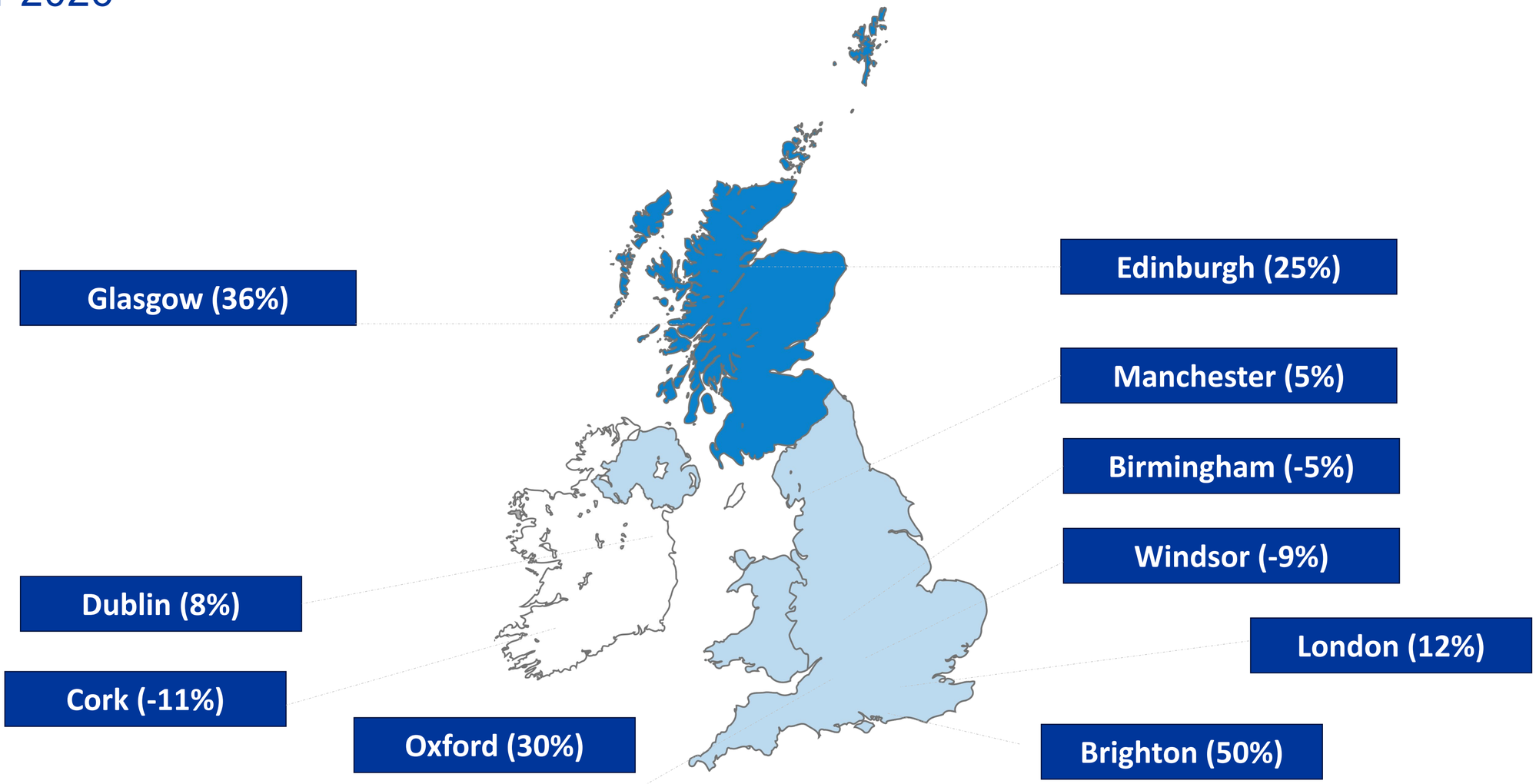
RFPs submitted to UK & Ireland regions on Cvent Supplier Network

Jan to Apr 2026



RFPs to UK & Ireland from the US – Cvent Supplier Network

Jan to Apr 2026



Venue Directory RFP sourcing by UK destinations 2026 YTD vs 2025 YTD

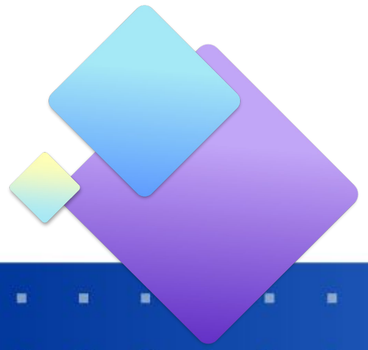
Destination	RFPs 2026	RFPs 2025	RFPs YoY%	Amount 2026	Amount 2025	Amount YoY%	Confirmed Bookings 2026	Confirmed Bookings 2025	Confirmed Bookings YoY%	Confirmed Amount 2026	Confirmed Amount 2025	Confirmed Amount YoY%
London	10,468	11,855	-12%	£77,997,321	£84,024,232	-7%	5,901	6,292	-6%	£40,399,679	£34,051,212	19%
Birmingham	4,715	4,639	2%	£30,669,582	£26,765,661	15%	2,311	2,436	-5%	£11,346,758	£9,095,677	25%
Manchester	3,189	3,660	-13%	£15,088,941	£17,298,173	-13%	1,682	2,055	-18%	£7,806,655	£6,300,165	24%
Leeds	2,049	2,247	-9%	£6,785,298	£9,728,058	-30%	1,257	1,174	7%	£2,941,377	£2,806,387	5%
Bristol	1,808	2,307	-22%	£7,463,239	£6,561,777	14%	1,208	1,643	-26%	£3,021,031	£3,162,323	-4%
Nottingham	1,668	1,509	11%	£7,044,759	£8,423,132	-16%	738	736	0%	£2,105,111	£1,996,289	5%
Glasgow	1,451	1,470	-1%	£5,010,596	£5,944,438	-16%	903	794	14%	£1,752,474	£1,404,493	25%
Edinburgh	1,418	1,518	-7%	£7,221,902	£8,229,858	-12%	843	702	20%	£2,281,923	£1,782,627	28%
Coventry	1,245	1,633	-24%	£8,838,523	£12,157,919	-27%	509	734	-31%	£2,555,494	£3,067,351	-17%
Reading	1,089	1,478	-26%	£6,241,449	£9,648,014	-35%	612	680	-10%	£1,042,647	£1,413,416	-26%
Newcastle-upon-Tyne	994	1,084	-8%	£2,867,016	£2,638,592	9%	541	702	-23%	£636,975	£1,101,702	-42%
Milton Keynes	989	1,115	-11%	£7,031,412	£8,828,610	-20%	502	495	1%	£1,698,911	£1,861,905	-9%
Liverpool	988	1,052	-6%	£7,124,930	£5,722,548	25%	441	506	-13%	£1,715,705	£2,474,864	-31%
York	972	1,249	-22%	£2,828,379	£3,129,093	-10%	607	807	-25%	£1,236,982	£1,475,585	-16%
Leicester	936	1,031	-9%	£8,864,741	£13,504,669	-34%	430	416	3%	£1,956,287	£1,798,042	9%
Oxford	911	961	-5%	£4,421,597	£4,035,465	10%	455	504	-10%	£1,188,335	£810,577	47%
Cardiff	804	835	-4%	£2,207,130	£1,900,271	16%	487	570	-15%	£994,488	£960,377	4%
Birmingham Airport/NEC	781	733	7%	£5,965,478	£3,862,804	54%	244	342	-29%	£488,215	£665,336	-27%
Sheffield	762	744	2%	£1,615,712	£2,205,864	-27%	365	302	21%	£615,510	£579,243	6%
Stratford-upon-Avon	717	654	10%	£4,938,936	£4,420,789	12%	203	217	-6%	£1,050,807	£830,834	26%

*Confirmed Stats are basis Arrival Dates

Cvent Supplier Network: Top 5 planner industries sourcing to UK & IE

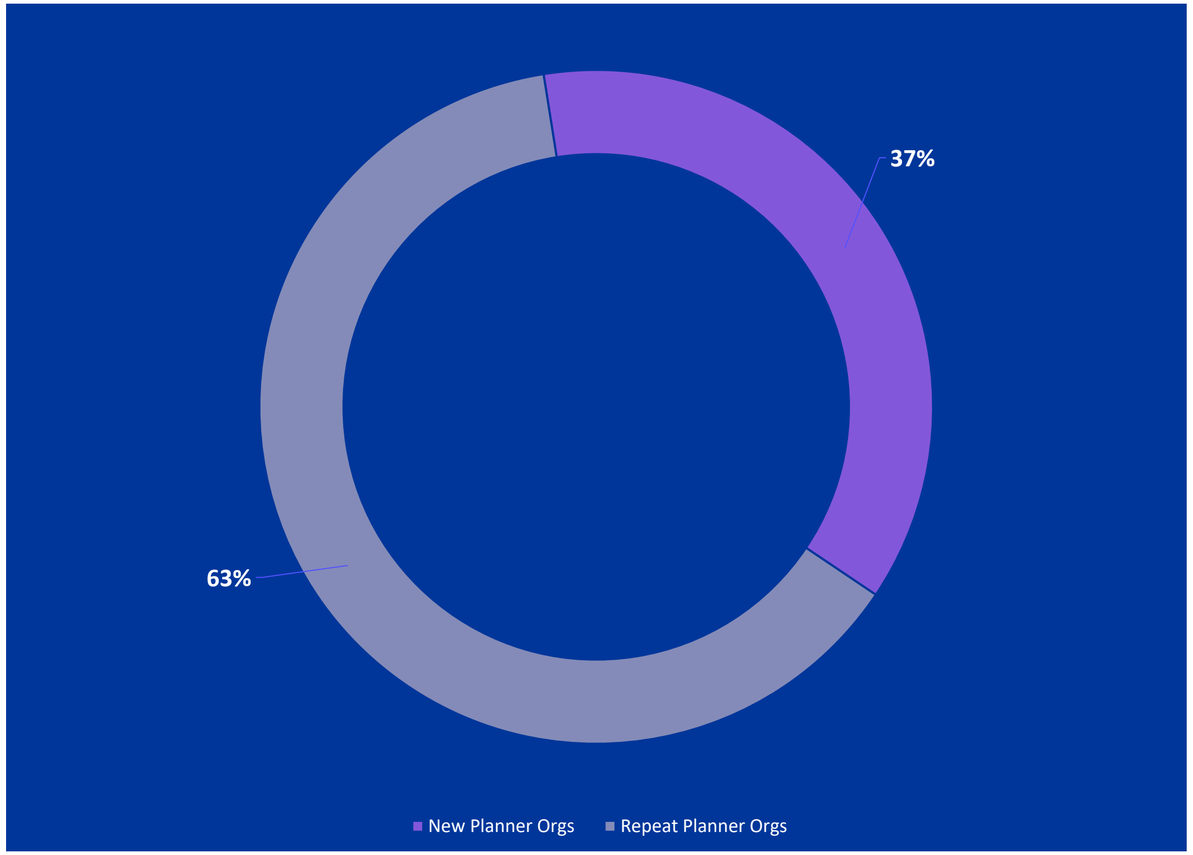
More than 50% RFPs in UK & IE were sourced by top 5 planner industries

Planner Industry	%RFPs	%Room Nights	% RFP Value
Life Sciences , Healthcare & Pharma	18.88%	12.83%	13.27%
Financial Services	10.70%	6.04%	5.91%
Technology	9.19%	23.83%	20.82%
Business Services	8.46%	4.86%	5.57%
Travel, Recreation & Leisure	6.04%	2.74%	2.27%



Cvent Supplier Network sourcing by planner organisations

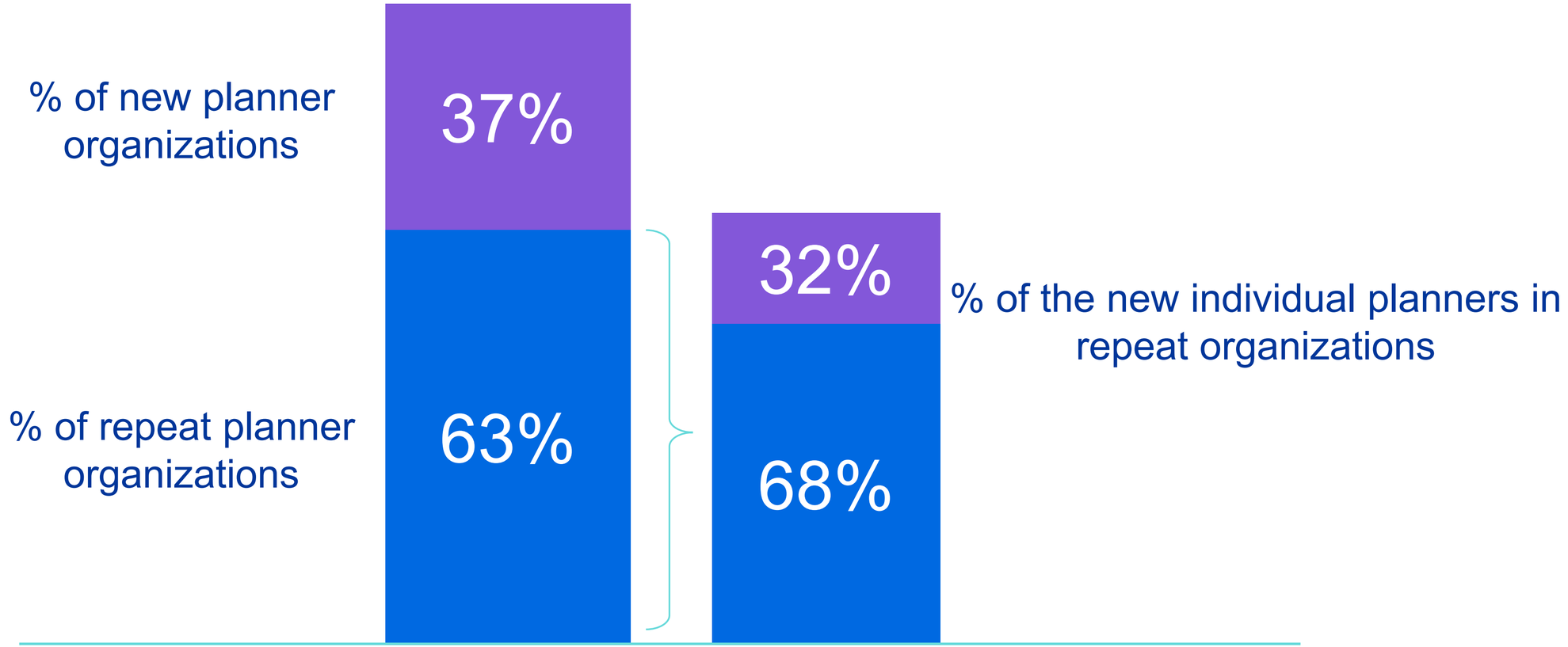
UK & IE – Jan to Apr 2026



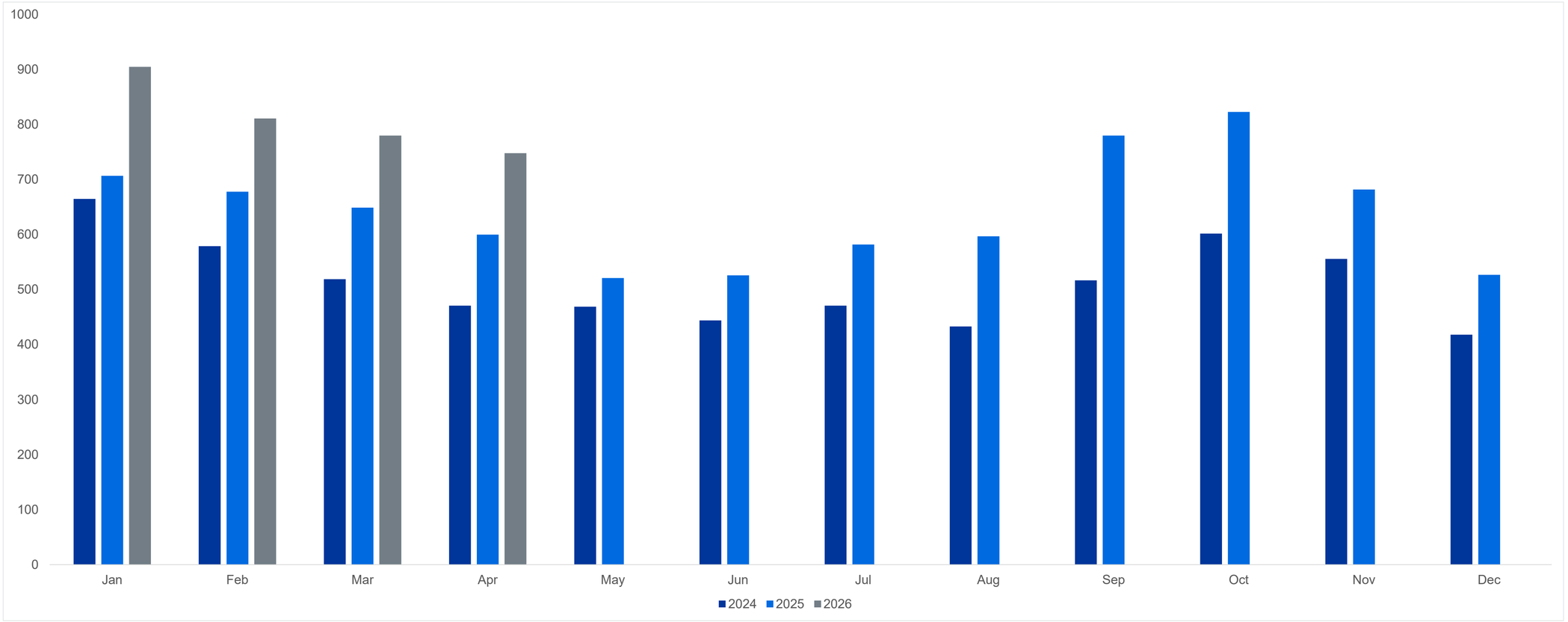
Profiling of RFPs by new planners	
Avg Peak Room Nights:	68
Avg. Attendees:	105
Avg. Booking Window:	165 days
Avg. Room Nights:	234
Avg. RFP Value:	$66K

Breakdown of repeat planner organisations on Cvent Supplier Network

UK & IE – Jan to Apr 2026

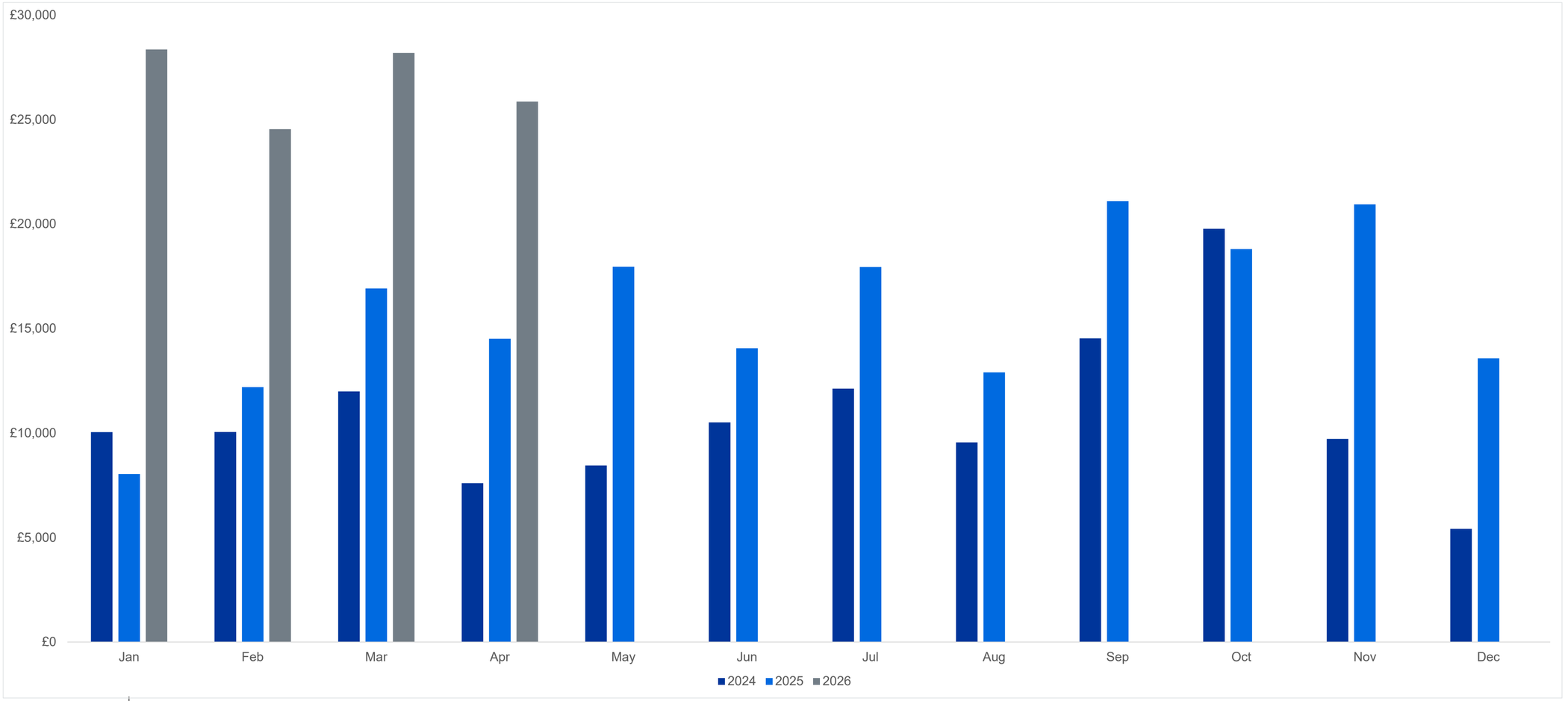


Venue Directory Instant Book Growth
2026 v 2025 v 2024



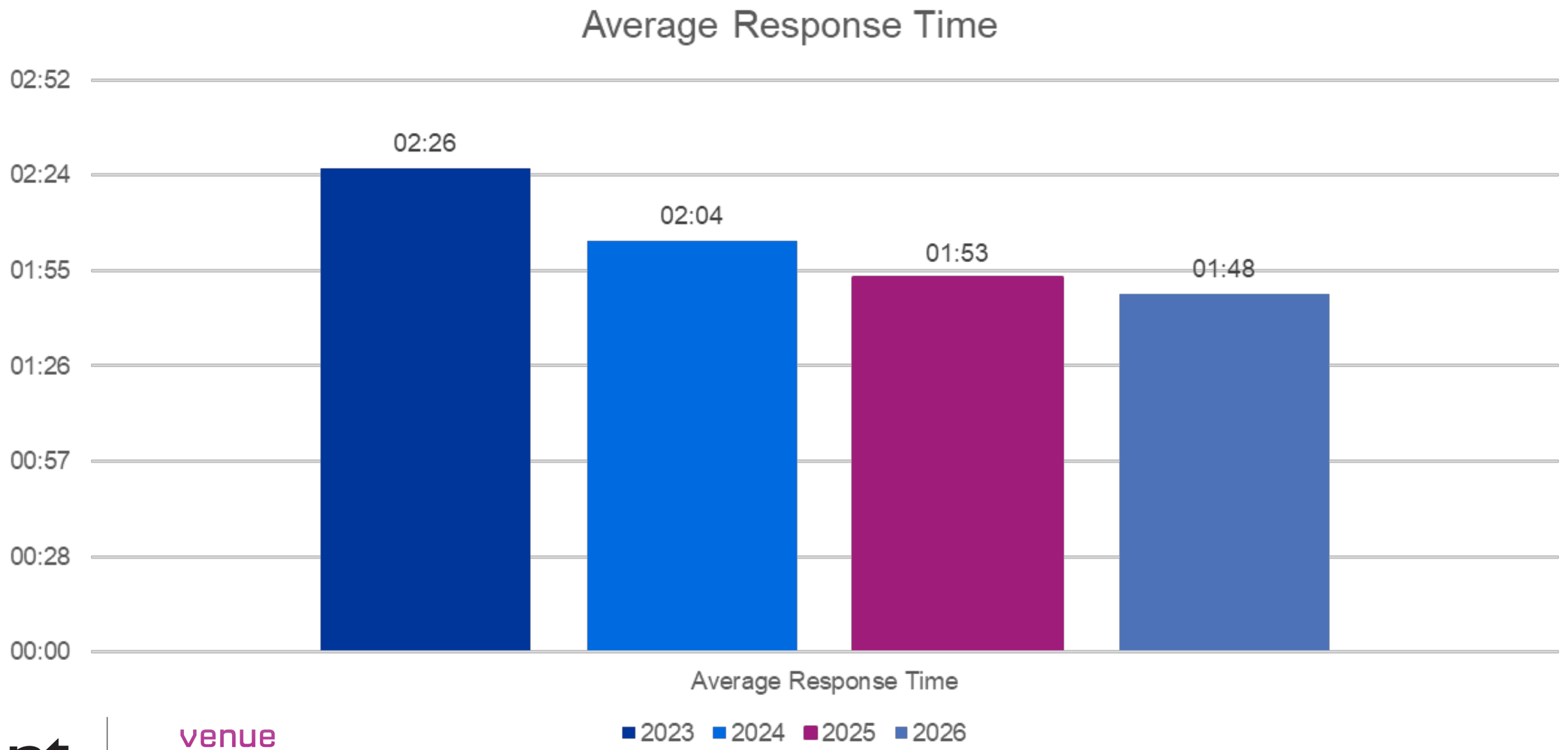
Venue Directory Instant Book Volume Growth

2026 v 2025 v 2024

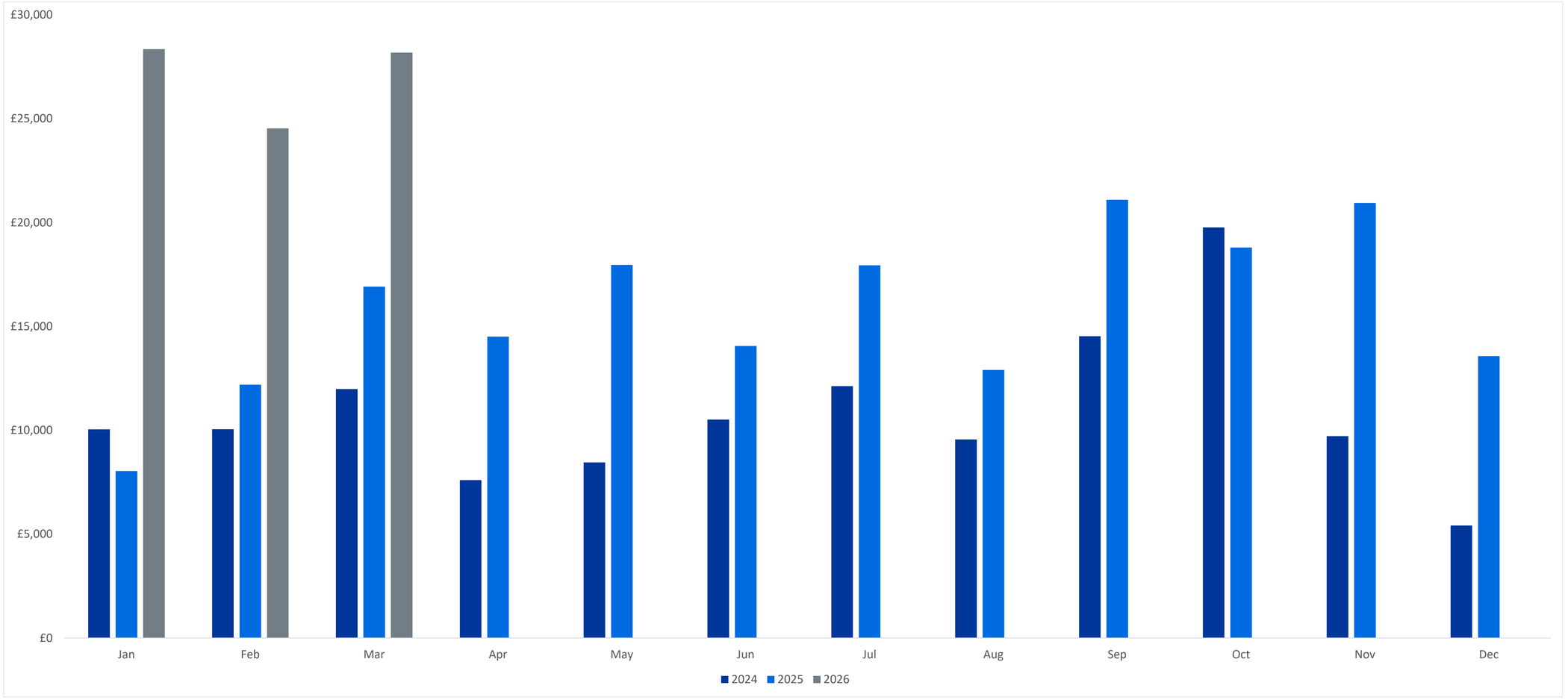


Venue Directory Average Response Times

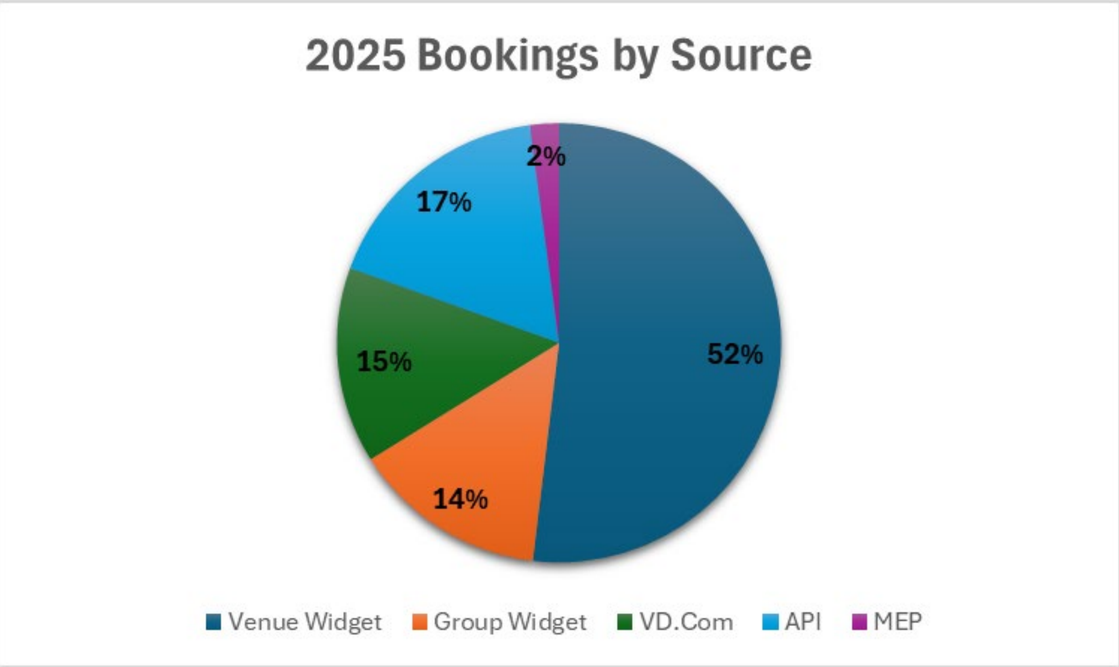
2023 to date 2026



Venue Directory Instant Book Revenue Growth 2024 to 2026 YTD



Venue Directory Instant Bookings by Source



Booking sources

Still predominantly from venues own websites

Being successfully sold as a stand-alone product for direct commission free bookings

Agents/TPPs - slow to adopt, but some progress

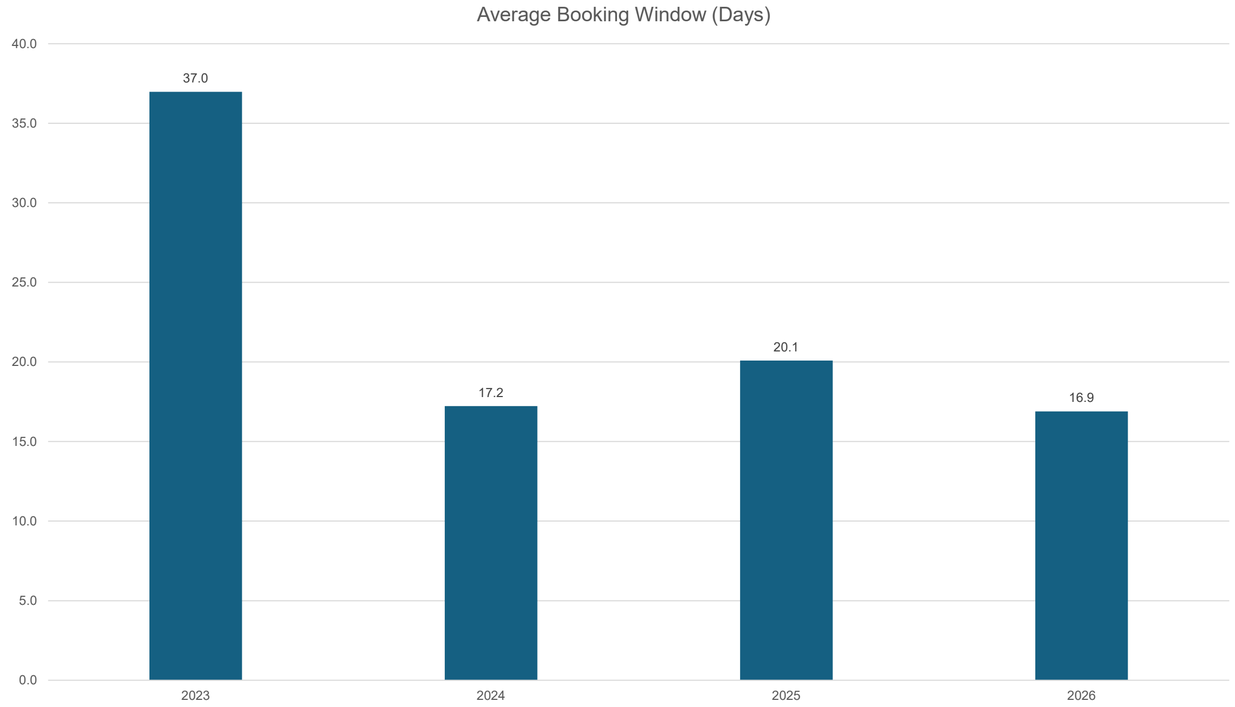
Next phase: Instant RFP Response

Venue Directory Instant Book Trends

Year	Average Booking Value
2023	£231.55
2024	£227.33
2025	£264.73
2026	£283.47

Year	Average Enquiries per Month
2023	426
2024	489
2025	600
2026	197

Year	Average Booking Volume per month
2023	40
2024	49
2025	80
2026	22



Down from 37 to 17 Days

CORPORATE TRAVEL SOURCING INSIGHTS

Cvent helps you win more Corporate Travel Business

924K
transient RFPs sourced in 2026

1,400+
travel programmes sourced in 2026



95k
Hotels received a Business Transient in 2026

1.6M+
Total RFPs managed by Hoteliers in Cvent Business Transient

Attract, discover, and respond to more corporate RFPs so you can grow your corporate travel business

High volume of the world’s top companies use Cvent

77%

FORTUNE 100
COMPANIES *use* CVENT

FORTUNE 100

50%

FORTUNE 500
COMPANIES *use* CVENT

FORTUNE 500

38%

***of* FORTUNE 1000**
COMPANIES *use* CVENT

FORTUNE 1000

Leading industries use Cvent for their transient accommodation



PHARMA

8 of the Top 10

PHARMA COMPANIES



OIL&GAS

5 of the Top 10

OIL & GAS COMPANIES



TECH

7 of the Top 10

TECH COMPANIES



FINANCIAL

6 of the Top 10

FINANCIAL COMPANIES

Corporate buyers that use Cvent Transient

CONSORTIA

SNOWSTORM

ehotel®

ITP

The Advantage Global Network

CORPORATIONS

BlackBerry

BURBERRY

CDS GROUPE

workday

CapitalOne

BARCLAYS

Whirlpool CORPORATION

TRAVEL MANAGEMENT COMPANIES

ABC global services

ADVITO

BCD travel

ClickTravel

CWT

HICKORY GLOBAL PARTNERS

TRAVELPORT

OMEGA WORLD TRAVEL

HE HOTELENGINE

JTB

Internova TRAVEL GROUP

ctm

Welcoming our newest Cvent clients









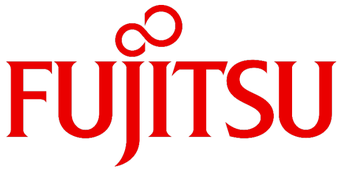
















Corporate RFP Workflow



Outside of Cvent
Transient

Corporation solicits a hotel

Hotel submits a bid

Negotiation between buyer / supplier

Bid is accepted by corporation

Hotel / or chain push rates to CRS ready to load into GDS

Corporations book negotiated rates with hotels via the GDS

Corporate Travel is showing strong performance Europe/UK

73K

Total RFPs sourced for 2026

988

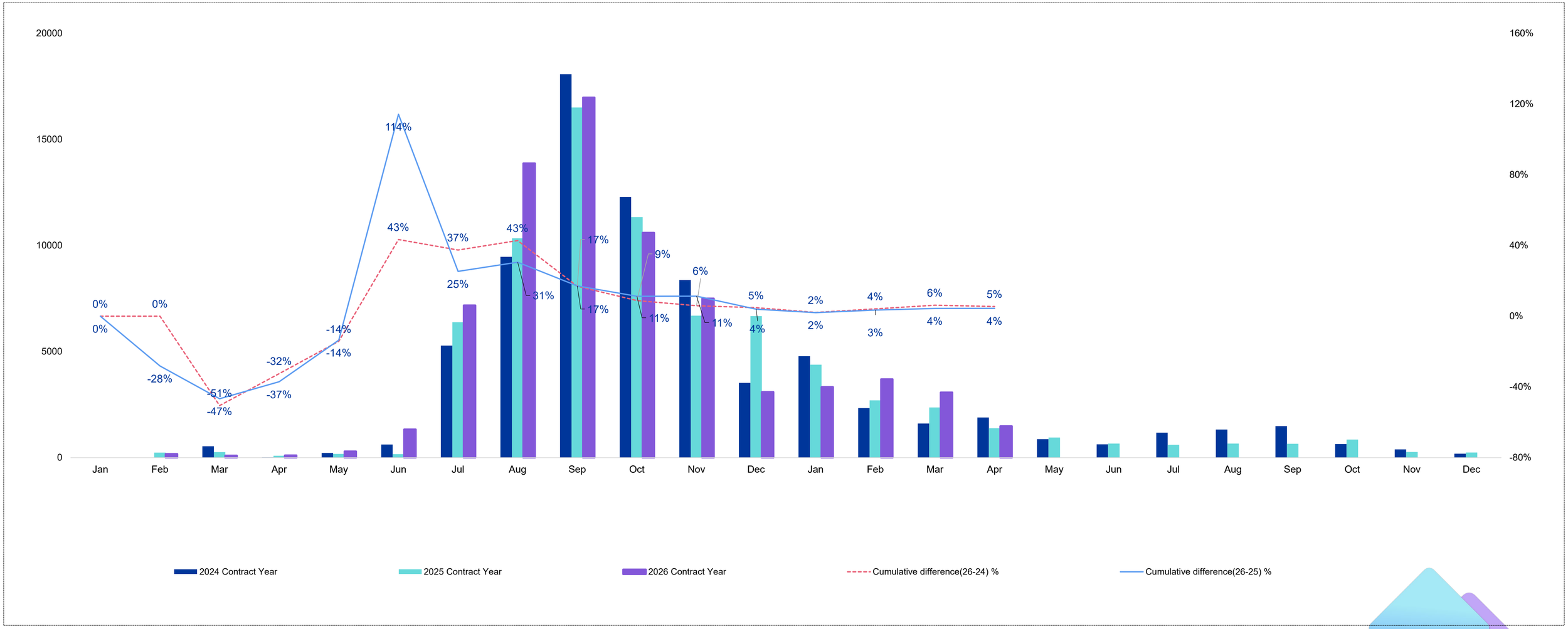
Travel programmes sourced for 2026

17.3K

Hotels received a Corporate RFP for 2026

Source: Certified RFPs sent through Cvent Transient (corporate only)

Europe/UK: Corporate RFPs for 2026 are pacing 4% above 2025 and 5% above 2024

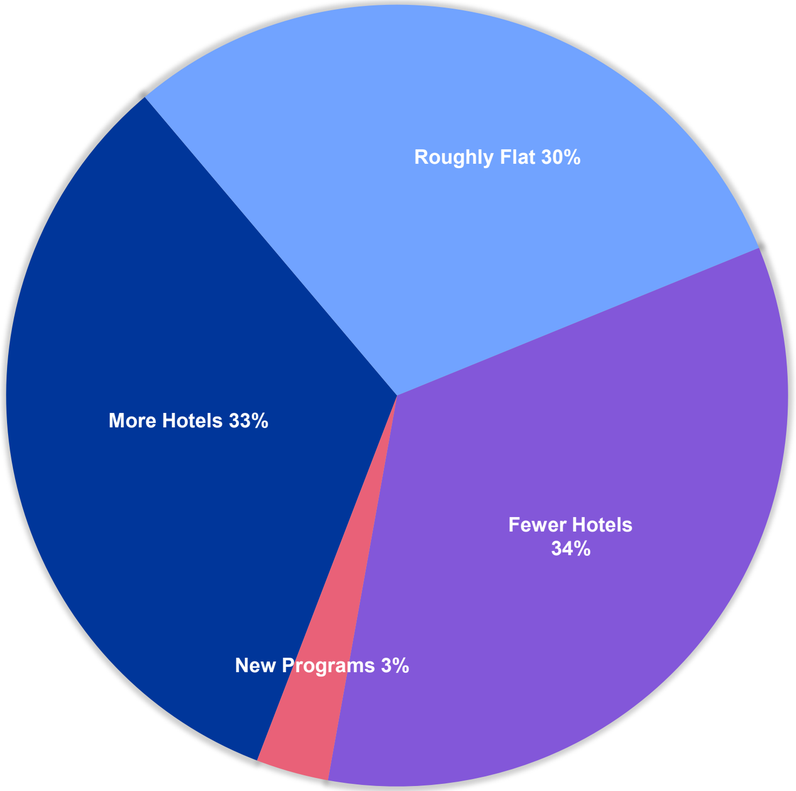


Source: Certified RFPs sent through Cvent Transient (corporate only)

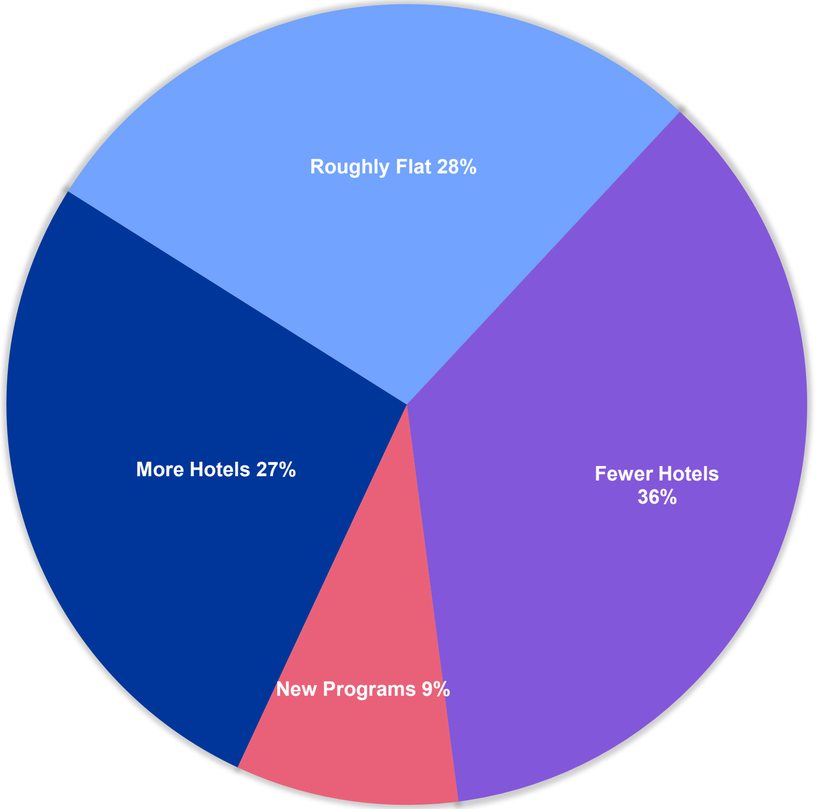
Hotels solicited by Corporate programmes - Europe/UK

2026 COMPARED TO 2025 PROGRAMME YEAR

Fortune 500 programmes



Non-Fortune 500 programmes



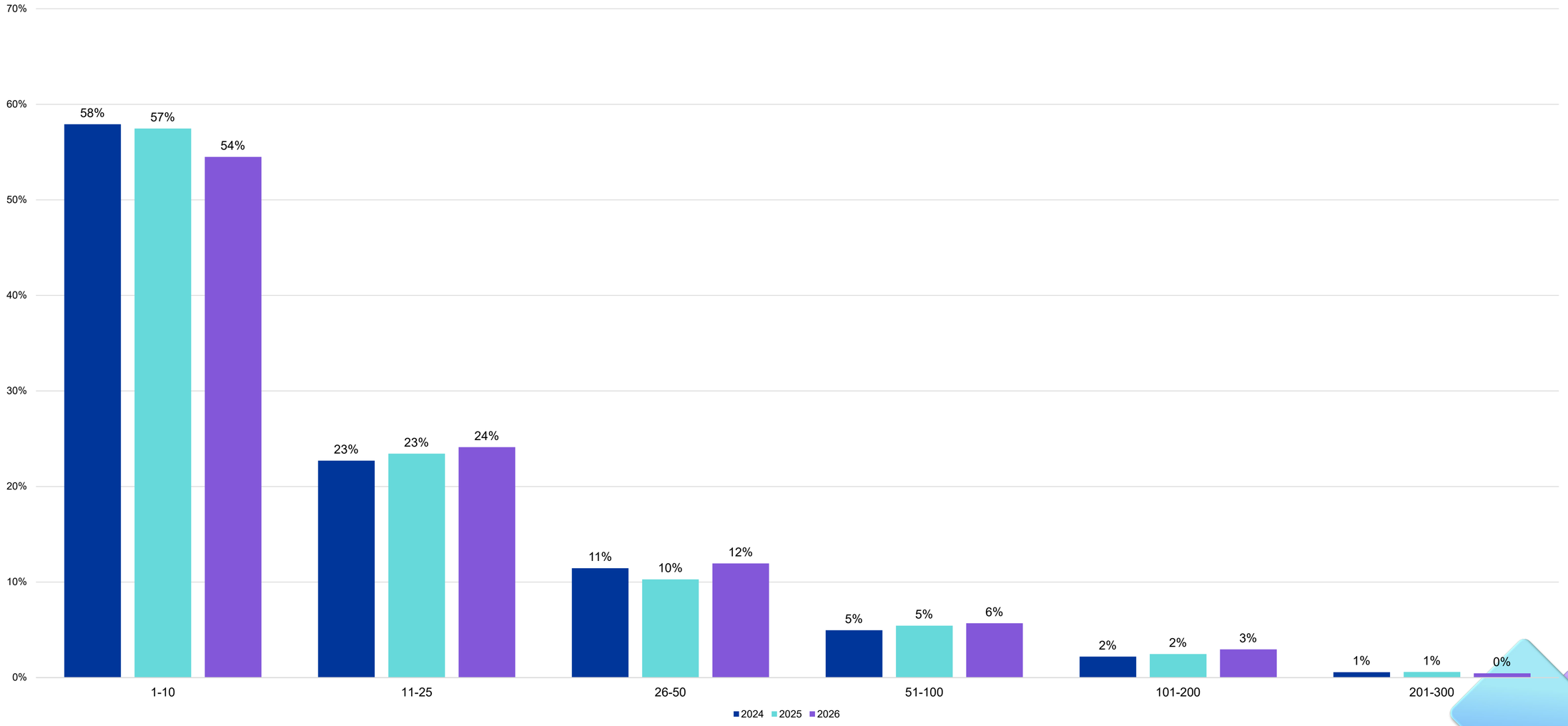
Source: Certified RFPs sent through Cvent Transient (corporate only)

Cvent Transient Trends: UK

RFP Stats	Contract Year 2026	Contract Year 2025	Contract Year 2024
Corporate RFPs	18,375	21,757	19,387
Hotels Solicited	3,037	3,739	3,083
AWR Submitted	$239	$230	$231
AWR Accepted	$232	$225	$224

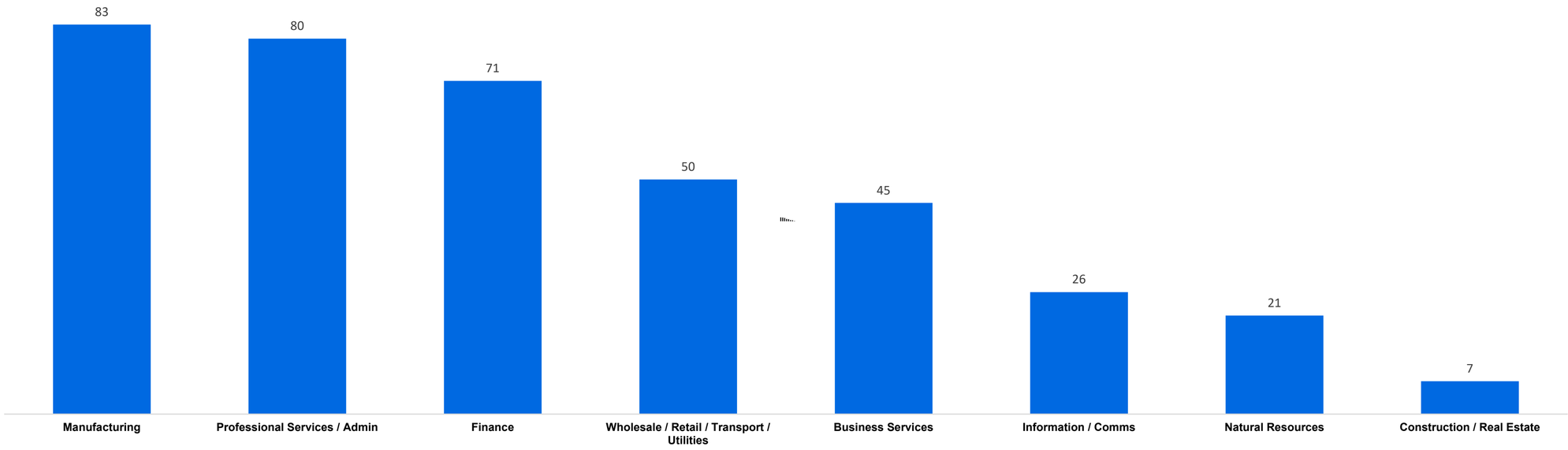
Source: Certified RFPs sent through Cvent Transient (corporate only)

How is solicitation changing in the UK?



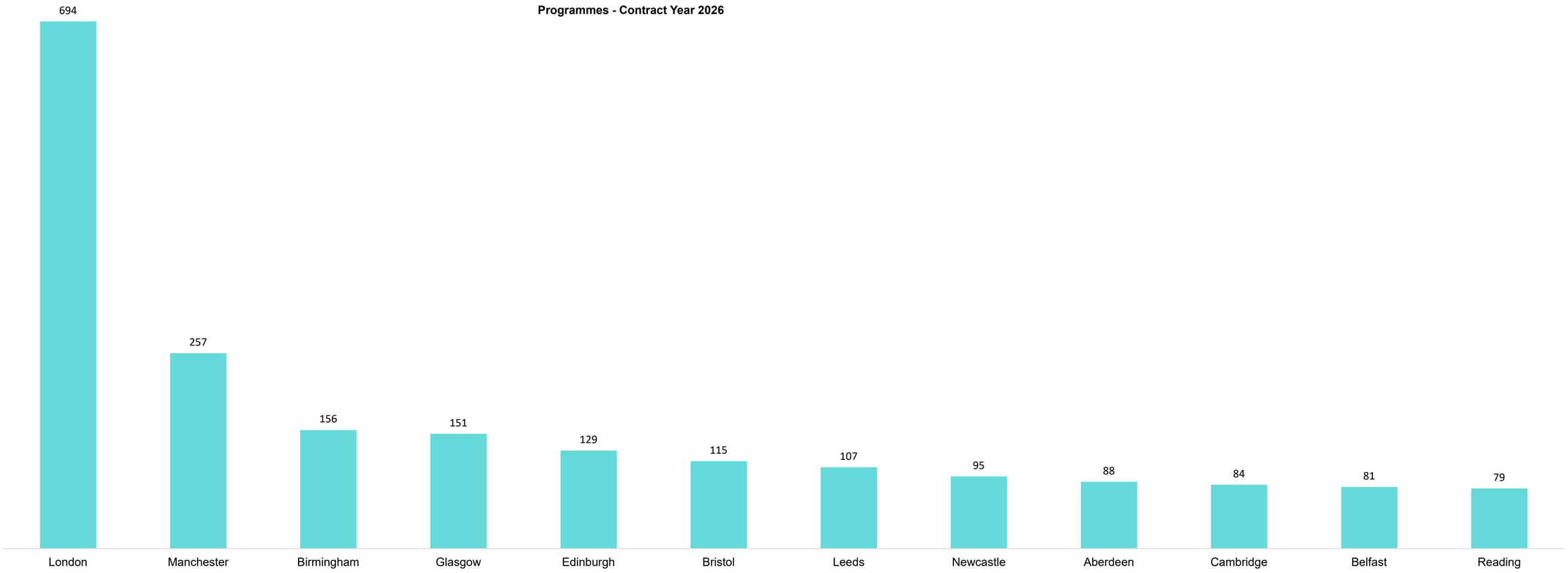
Source: Certified RFPs sent through Cvent Transient (corporate only)

Number of Transient programmes by industry - UK (2026)



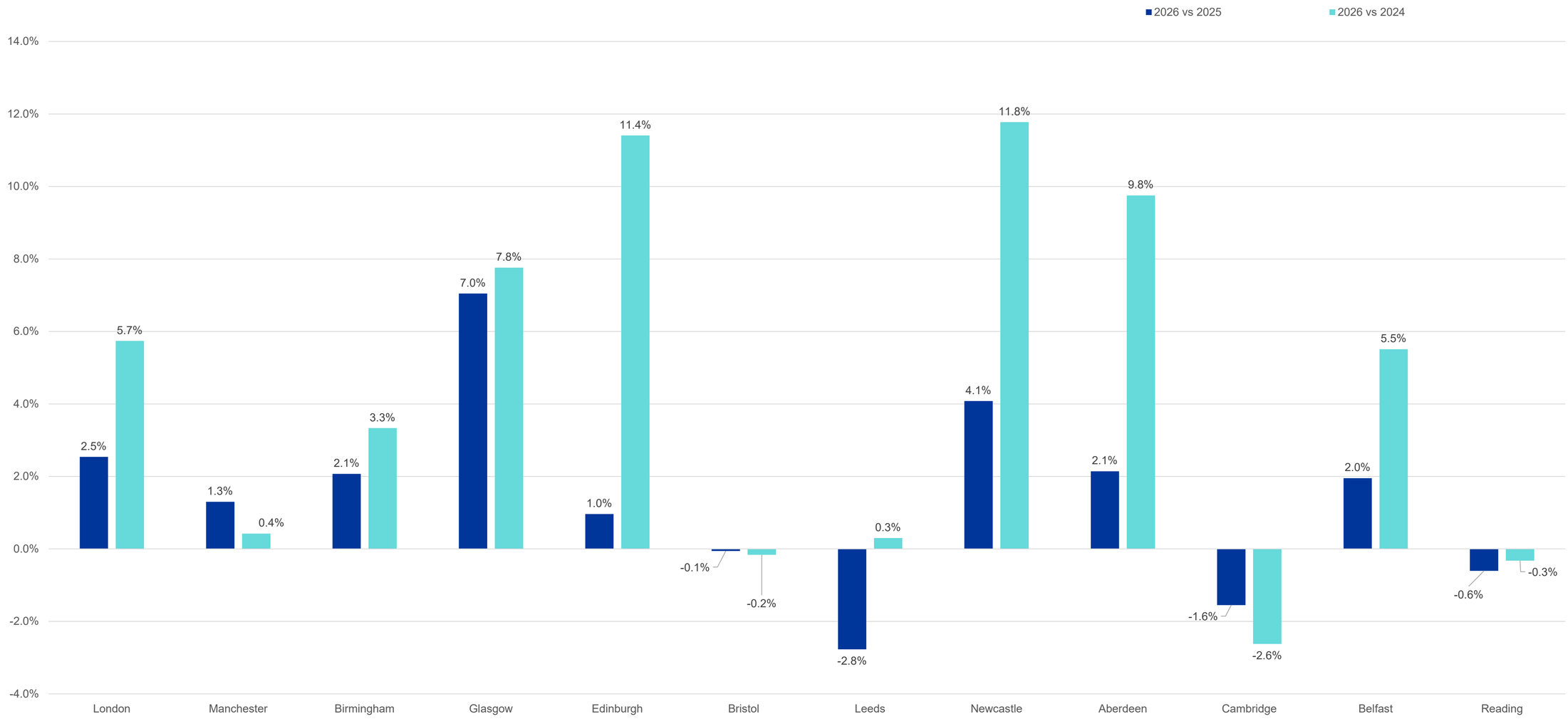
Source: Internal Data - Certified RFPs sent through Cvent Transient (corporate only)

Top UK Cities for Transient business



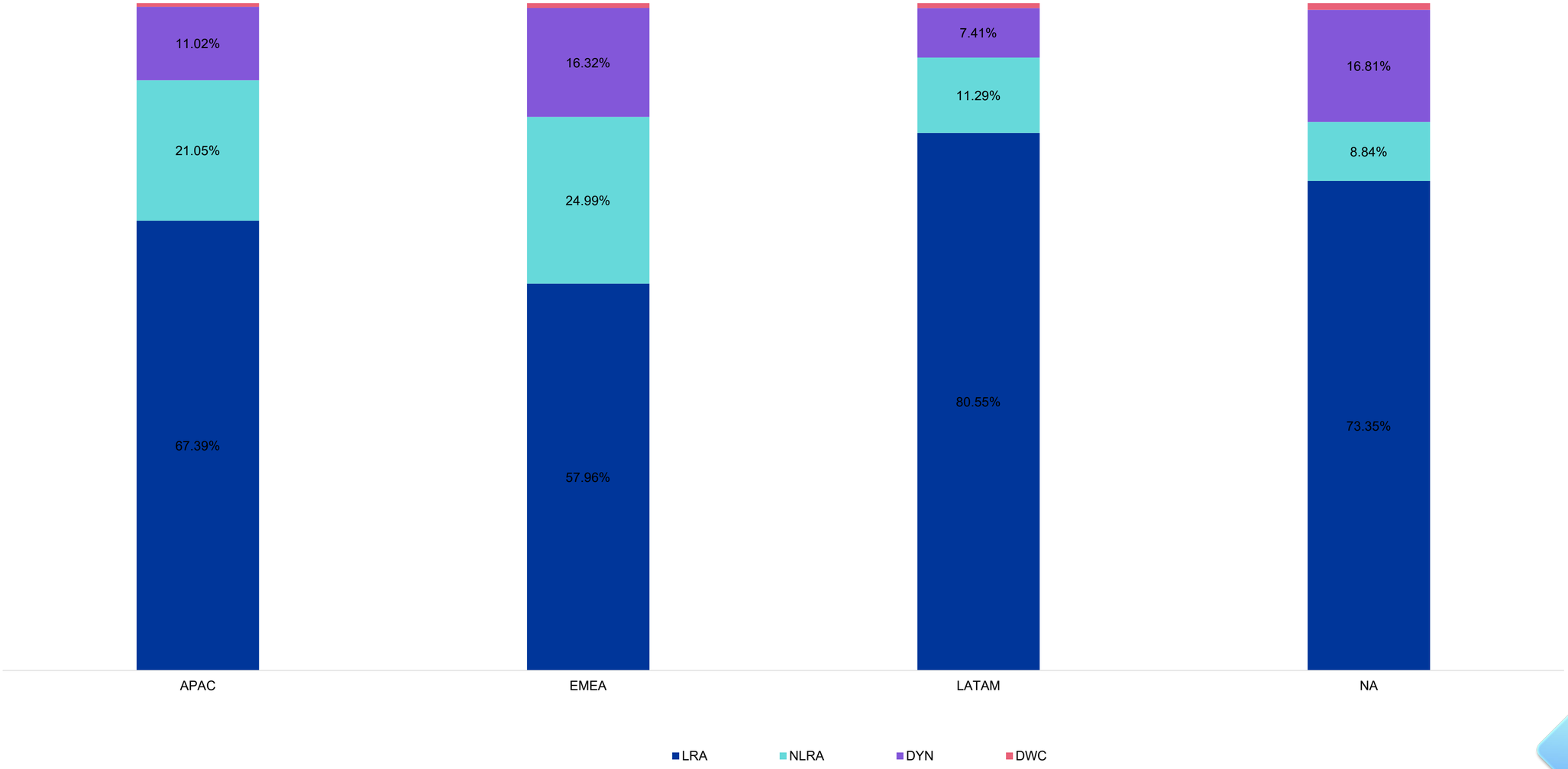
Source: Internal Data - Certified RFPs sent through Cvent Transient (corporate only)

Top UK cities AWR changes



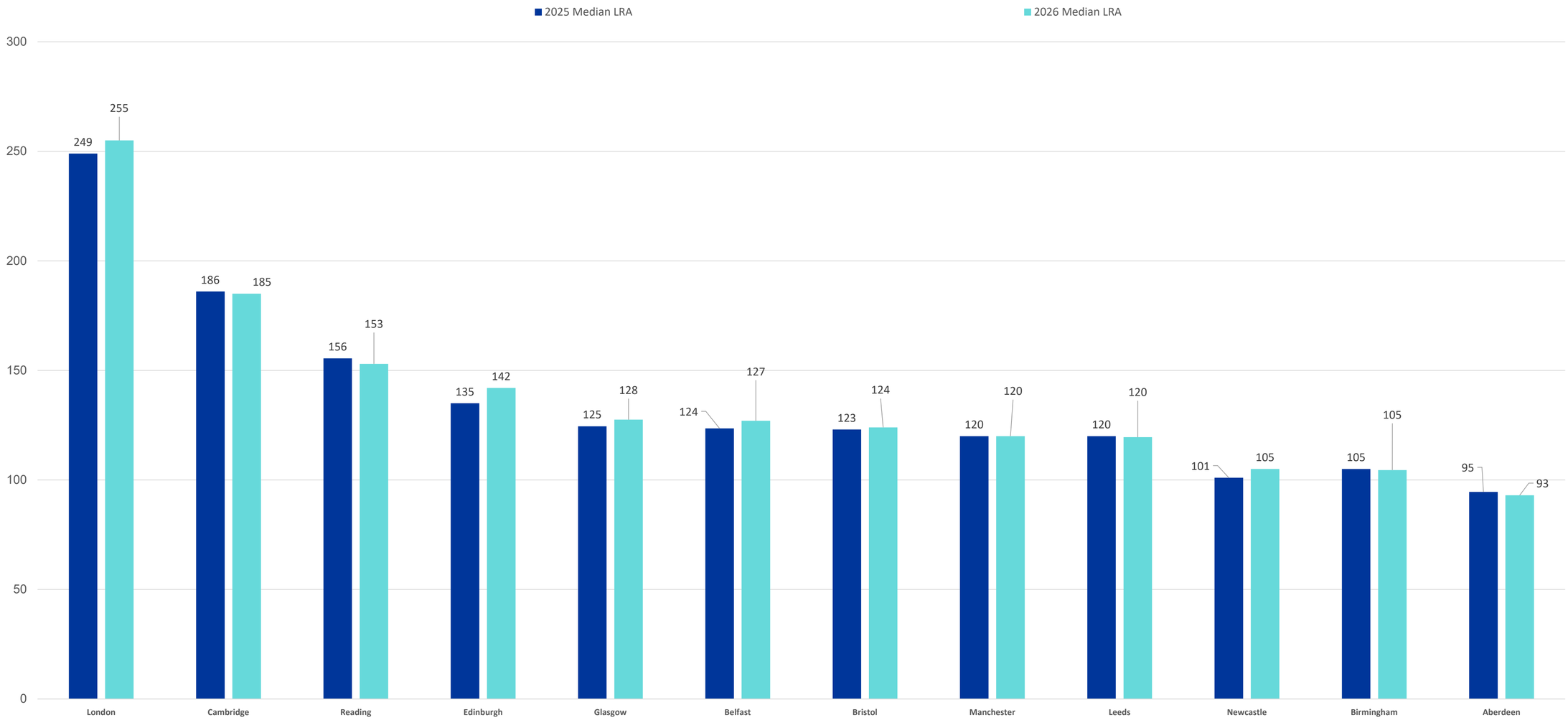
Source: Internal Data - Certified RFPs sent through Cvent Transient (corporate only)

Rate types accepted by demand clients by region



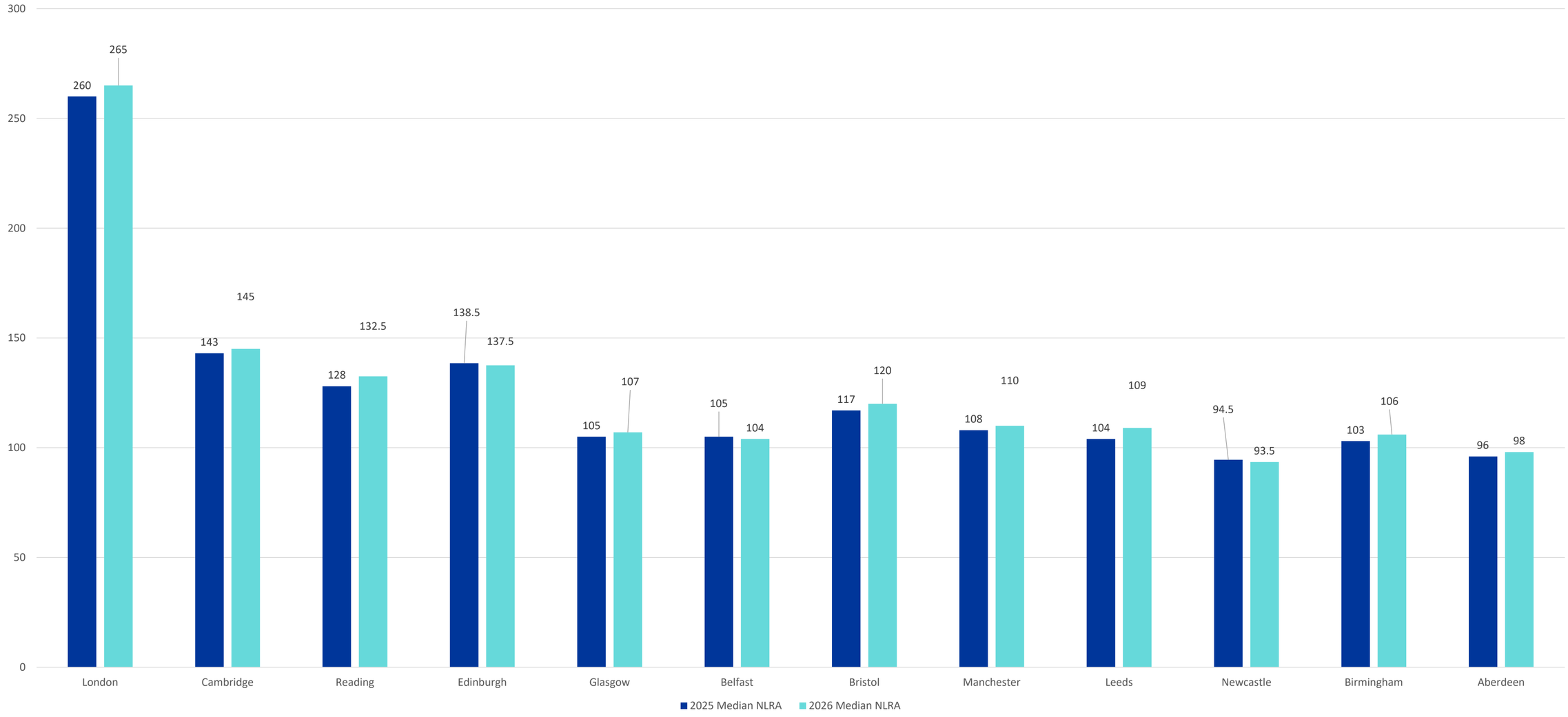
Source: Certified RFPs sent through Cvent Transient (corporate only)

Top UK Cities – Accepted LRA (Median)



Source: Internal Data - Certified RFPs sent through Cvent Transient (corporate only)

Top UK Cities – Accepted NLRA (Median)



Source: Internal Data - Certified RFPs sent through Cvent Transient (corporate only)

Segment Snapshot: Consolidation vs Stability vs Growth

Industry	Fewer Hotels	More Hotels	Roughly Same	# of Programs
Manufacturing	41%	34%	25%	76
Finance - Insurance	38%	24%	38%	66
Professional - Science - Tech	27%	27%	47%	45
Other Services	32%	36%	32%	28
Health Care - Social Assistance	36%	32%	32%	22
Information	39%	28%	33%	18
Mining - Quarrying - Oil-Gas Extraction	50%	11%	39%	18
Retail Trade	22%	33%	44%	18
Wholesale Trade	69%	31%	0%	13
Utilities	29%	43%	29%	7

Source: Certified RFPs sent through Cvent Transient (corporate only)



THANK YOU

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Summary



Julie Shorrock

HTS/beam



Jonathan Read

Moderator



Andrew Clarke

The BTA

beam & BTA
BUSINESS TRAVEL ASSOCIATION

FINANCE FORUM
2026

Dates for your diary!

BTA Events

1st June	BTA Aviation Session
2nd June	BTA Members Meeting
3rd June	BTA People and Talent Conference
14th July	BTA Planet Plan Session
16th-17th July	beam Annual Form
30th July	BTA Summer BBQ
13th August	beam Come Dine With Me
14th September	beam/MIA ESG Summit
27-29 September	BTA Costa Blanca 2026

beam Events

beam & BTA
BUSINESS TRAVEL ASSOCIATION
FINANCE FORUM
2026

Headline sponsor:

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2026

THANK YOU

Monday 11th May 2026

Leonardo Royal London Tower Bridge Hotel