

## 2024 EDITORIAL CONTENT

*The Business Travel Magazine* is the multi-award-winning print and digital publication for bookers, buyers, arrangers and managers of business travel and meetings



Each issue of *The Business Travel Magazine* includes a number of features focusing on broad areas of business travel. They are generally found in the latter half of the publication and are an invaluable reference guide, researched and written by our team of award-winning journalists.

Often there is a strong focus on a particular topic, such as our sustainability focus in the April/May issue, where an extended feature is sub-divided into numerous sections. Every issue also includes two or three shorter features covering more specific subjects and generally one feature that will be decided closer to publication to ensure timeliness.

Alongside the bi-monthly magazine, *The Business Travel Magazine's* website, [thebusinesstravelmag.com](http://thebusinesstravelmag.com), and weekly newsletter feature additional in-depth features, insights, comment, news, videos, reviews and podcasts.

### Feb/March 2024

#### **The Future of Business Travel**

To mark the 100th issue of *The Business Travel Magazine*, we will reveal the results of a wide-reaching survey of our travel

manager readers, from PAs and travel bookers in SMEs to heads of procurement in large corporations, and everything in between. The survey is designed to provide valuable insights that will shape the future of business travel and the role of the travel manager and will be supported by in-depth analysis and commentary from industry experts.

#### **Also in this issue:**

- Accommodation programmes: how to choose the best partners
- The 2024 Serviced Accommodation Guide and Directory
- The rise of team travel

### April/May

#### **Business Travel, a Force for Good**

This issue will recognise and celebrate the vital role our industry plays in bringing people together for work and the key initiatives and innovations coming from all corners of the sector to help people travel for work more responsibly. We will reveal the 2024 Sustainability Movers & Shakers, the results of our sustainability survey, and will look at how organisations can improve their travellers' safety and wellbeing, particularly in relation

### ALSO IN THE MAGAZINE...

#### UP FRONT

**Opening Shots** – picture-led feature of what's new in business travel

**Everyone's Talking About...** soundbites on a current issue

**Six of the Best...** latest products/launches/hotels/venues/trends etc

**Ask the Expert** – top tips to help travel managers and arrangers

**Speaking Out** – industry personnel step on the soapbox to air their views on a current issue

#### REGULARS

**The Conversation** – an interview with a senior business travel industry figure

**One to Watch** – a focus on notable newcomers to the sector

**Sustainability Matters** – news, views and reviews on sustainable travel

**Wellbeing Focus** – experts share their insights and advice on travel wellness issues

**Talking Travel** – a well-known personality discusses their travel experiences

**According to Clive** – regular column from BTA CEO Clive Wratten

**Scott says** – update from ITM CEO Scott Davies

#### NEWS

All the latest business travel news, reports, trends and data, plus:

**On the Move** – recent appointments

**Events** – a calendar of industry events

#### DESTINATIONS

**On business in...** useful city profiles from around the world

**Focus on...** a more in-depth guide to doing business in a particular region

**Meeting in...** a selection of meeting and event venues in a UK city

#### DOWN THE BACK

**Gadgets and Gear** – the latest launches for the savvy business traveller

**Spot Check** – first-hand reviews of hotels, flights, rail, technology, car rental etc

**The Final Word** – the quirky side of travel

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to DE&I, including case studies to show best practice.

**Also in this issue:**

- UK and European rail update
- 10 easy steps to cut your carbon footprint
- Business travel insurance

**June/July**

**The 2024 TMC Guide**

Our **annual TMC guide** is essential reading for organisations of any size that might be considering using a travel management company for the first time, changing their TMC, or who want to get the most out of their existing TMC partnership.

It will look at the key players, the emergence of a new generation of technology-led TMCs, how to set and monitor TMC service levels, the role of consortiums/global networks, the road to NDC readiness, changing financial models and more.

**Also in this issue:**

- The changing distribution landscape
- 10 top tips to drive policy compliance
- Managing meetings and events

**August/September**

**The Technology Special**

This issue will focus on the latest developments in business travel technology. We will reveal our **2024 Tech Hotlist**, showcasing the top tech innovators and innovations in business travel.

Entries will open in late May.

We will also examine the latest developments in online booking tools, management information, payments and more.

**Also in this issue:**

- 10 ways Artificial Intelligence (AI) is impacting the world of business travel
- Booking UK domestic and European rail
- How to get the most from your travel data

**October/November**

**Business Travel for SMEs**

In this issue, we examine how suppliers and TMCs are meeting the specific needs of **Small and Medium-Sized Enterprises** and share expert insights that will help SMEs manage their business travel more efficiently and cost effectively.

**Also in this issue:**

- 2024 People Awards winners and photos
- How to manage your travellers' loyalty to loyalty schemes
- 10 top tips to help cut the cost of business travel

**December/January**

**Air travel special**

An essential guide to what's happening in the **world of aviation**, from an update on the latest innovations in on board and on-the-ground products and services, air fare forecasts, getting to grips with modern retailing, and how to get the most out of your airline programmes.

**Also in this issue:**

- Travel buyers' to-do lists
- 10 big trends for 2025
- Taxis and chauffeur drive
- 2025 Business Travel People Awards categories revealed

*This list is subject to change, depending on outside factors and commercial support*

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**Editorial enquiries:** bev.fearis@bmipublishing.co.uk (Editor)

**Advertising enquiries:** kirsty.hicks@bmipublishing.co.uk (Publisher)

