

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 programme 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 tradeshows.

"People enjoy collaborating with their colleagues and partners in person because it strengthens business relationships and opens new opportunities. Being in the business of connecting people is incredibly rewarding, and that's exactly what we will continue to do as CTM Meetings & Events," says Doreen Low, MICE Manager of CTM Meetings & Events, Asia.

"Our survey demonstrated that our customers value innovative technology and cherish immersive destination experiences within their corporate events. Unique and interesting event destinations are also highly valued, along with distinctive meeting or event spaces. This reflects the diverse needs and preferences of our customers, and it's where our services truly add value. We understand that all these elements are crucial to a successful business event, and we're here to make that happen."

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 excited to be at the forefront of this transformation. Our rebranding efforts are aimed at making things smoother and better for our customers," explains Low. "We are passionate about our work and continuously seek innovative ways to elevate our

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meeting and events services. This rebranding initiative underscores our dedication to providing exceptional services to our valued corporate customers.”

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: asia.travelctm.com/events

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