



Event spotlight: Business Travel Show Europe 2026

2–3-minute read

In-person connections are so impactful they can turn a simple conversation into positive impacts that expand globally. But, actually seeing is believing. And the Business Travel Show Europe 2026 gave us reasons to believe the chemistry of live meetings can't be replaced.

In case you missed the buzzy, go-to event for corporate travel, here's a quick recap:

- The two-day event was held at Excel London, June 24 – 25 despite the record-breaking heatwave.
- Travel managers, sourcing specialists, meeting planners, HR, and finance professionals – all came to listen and learn about the latest innovations.
- The business travel show was conveniently placed near the meetings show, and the travel technology show so attendees could move freely throughout.
- American Express Global Business Travel was stationed at two booths where we connected with travel buyers and customers.

Our technology in action

On display at our booths were video demos of:

- Our synchronized and travel and expense solution, Egencia by Amex GBT, refreshed with a more intuitive UX and agentic AI.
- Our Complete solution, where booking, servicing, and expense come together seamlessly. Viewers got a glimpse of new enhancements and what's on the roadmap for future.
- The fully modernized flight shopping experience from Egencia™ with a smarter, more intuitive way to get the right fare to the right traveler at the right moment.



Clients and travel buyers enjoyed sips, food, and live music on the patio at The Fox Excel.

Great ideas were brewing

Adding to the upbeat vibe at our booth was our barista service café with everything from iced coffee to ristretto and healthy juices. For every coffee served, we donated to our partner in purpose, Airlink which helps provide relief to communities in crisis.

Those lucky enough to take home a portable juicer for booking a meeting with us, also received the recipe for a jet lag reset smoothie, one of the café's standouts.

Inspiring learning sessions

While our booth buzzed with energy, thought leaders, innovators, and industry experts gathered at the event to discuss:

- How AI and emerging technologies are shaping future business travel.
- Best practice tips for building a managed travel program.
- Modern supplier sourcing strategies.

Amex GBT session speakers

Jess Gallimore, consulting manager at Amex GBT was a panelist at the forecasting forum, What Will Drive Travel Costs Next and How Buyers Can Control Them. Jess has led our global air and hotel sourcing initiatives and is a winner of the Amex GBT Pacesetter award for being a top achiever.

Catherine Southall, head of business development at Amex GBT Meetings & Events, UK and Ireland, spoke at The Meetings Show about designing attendee-first experiences through personalization. With over 30 years in the meetings and events industry, Catherine supports our clients in delivering customized events.

Networking. But better

After hosting a drinks reception at our booth, Wednesday afternoon, clients and travel buyers joined us for a patio party at The Fox Excel. With food stalls, live entertainment, and great company, the evening was amazing.

Special thanks to Etihad, Hertz, and IHG Hotels and Resorts
for sponsoring the party. And another thanks to all our guests for bringing to life
the power of connection.