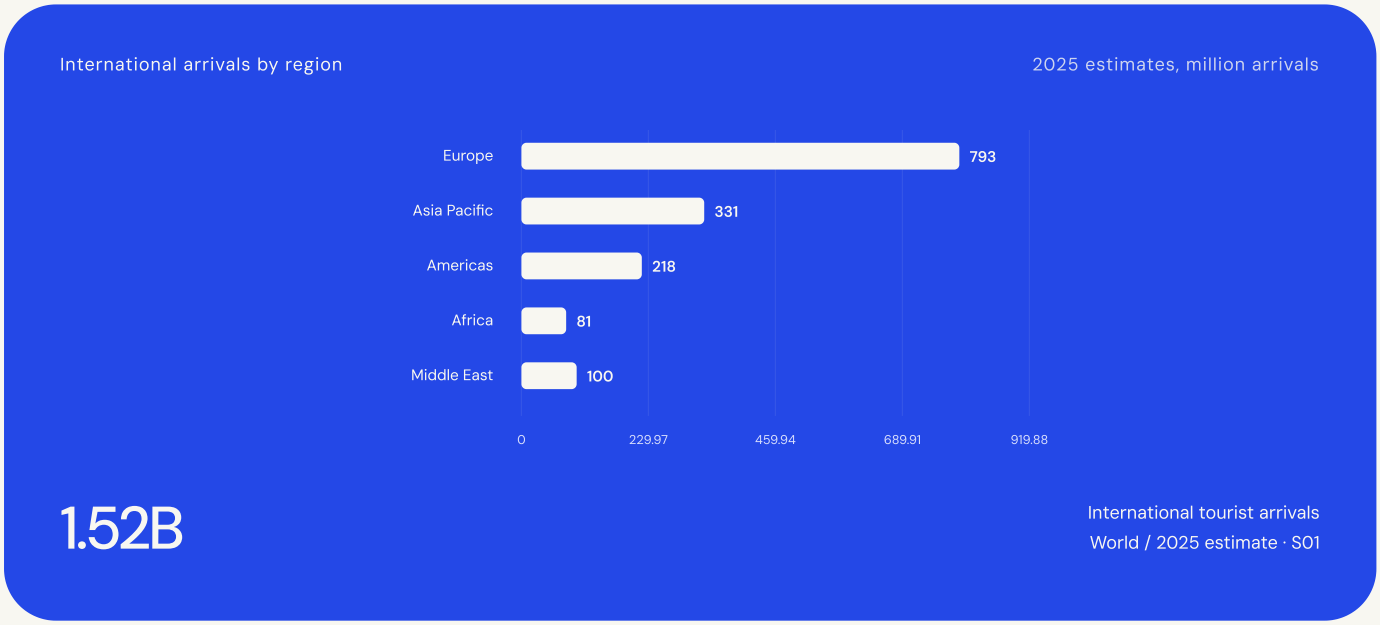
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Corporate travel agencies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market.
Choose a focused segment.

Corporate travel research should establish why and how a company travels. A single exhibition trip requires a different service from recurring business travel.

1.52B
International tourist arrivals
World / 2025 estimate [S01]

+4%
Annual arrival growth
World / 2025 estimate [S01]

793M
Arrivals in Europe
2025 estimate [S01]

01 What you can offer

Offer booking and coordination services that suit the company's travel arrangements.

02 Where to start

Choose a type of travel you can support.

03 What to ask

Establish routes, dates, traveller numbers and the approval process.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

International arrivals provide context for travel and hospitality activity. Prospecting should focus on the operators and organisers that can buy your service.

International tourist arrivals

World / 2025 estimate [S01]

1.52B

Annual arrival growth

World / 2025 estimate [S01]

+4%

Arrivals in Europe

2025 estimate [S01]

793M

What these figures cover

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

Consider international customers

Serve domestic outbound teams and foreign corporate visitors as separate travel programmes.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

International arrivals by region

2025 estimates, million arrivals

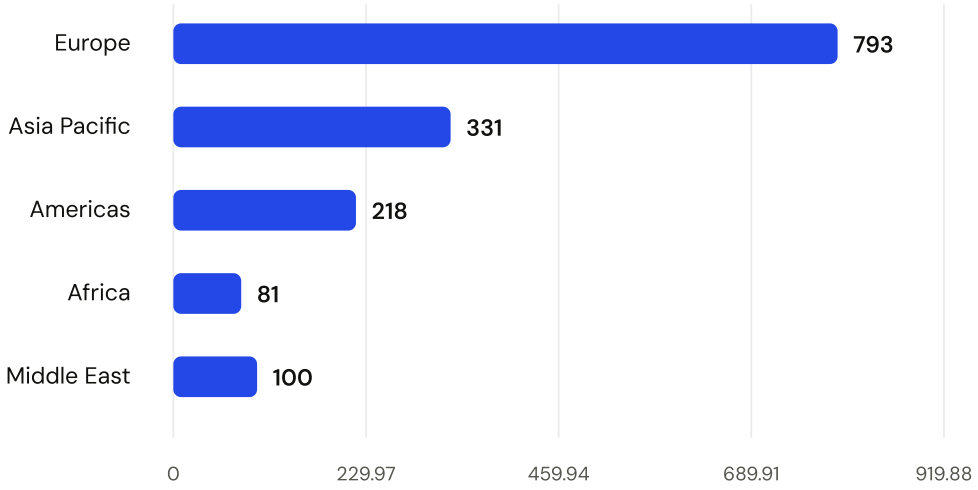


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a type of travel you can support. Research exporters attending exhibitions separately from teams making regular client visits.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Serve domestic outbound teams and foreign corporate visitors as separate travel programmes.

The figures are estimated international overnight arrivals for 2025 across all trip purposes, rather than business travel alone. Arrivals may differ from unique traveller counts.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Field-service employers

What to discuss

Discuss transport and accommodation arrangements for travelling field-service teams.

Who to speak with

Travel, office or procurement lead

PROFILE
02
Potential buyer

Export sales teams

What to discuss

Discuss export sales teams' travel plans for exhibitions and buyer visits.

Who to speak with

Travel, office or procurement lead

PROFILE
03
Potential buyer

Event agencies

What to discuss

Plan group transport and accommodation needs with event organisers.

Who to speak with

Travel, office or procurement lead

PROFILE
04
Potential buyer

Corporate headquarters

What to discuss

Ask head-office teams about approval and booking for travel between branches.

Who to speak with

Travel, office or procurement lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a type of travel you can support. Research exporters attending exhibitions separately from teams making regular client visits.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish routes, dates, traveller numbers and the approval process. Explain change conditions, service scope and payment arrangements before quoting.

Next step

Write down the agreed requirements.

03

Look across borders

Serve domestic outbound teams and foreign corporate visitors as separate travel programmes.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 International tourist arrivals up 4% in 2025

UN Tourism · 20 January 2026

www.untourism.int ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/corporate-travel-agencies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION