

## **Practical motivations rising personal business travels; Europe expects 8.2% increase in spending this year**

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**Dhaka: The rise of digital devices has rapidly reshaped the communication landscape across the world. However, experts believe in-person meetings are still indispensable, while an ever-increasing growth of personal business travel strongly reinforces their stance.**

The Global Business Travel Association (GBTA) predicted corporate travel spending in Europe would rise to nearly €390 billion this year, an 8.2% increase from last year. Germany will spend the maximum in the continent, closely followed by the United Kingdom, France, Italy, Spain, and the Netherlands.

The GBTA prediction indicates there are motivations behind the increase of spending on personal business travel. Among the motivations, "trust" comes first.

Global instability has promoted trust as an ultimate currency. Personal meetings create clarity and strengthen relationships. They build cultural understanding and detect risks earlier.

Physical presence to drive market success is another motivation in the corporate world. Direct engagement helps the most to enter new markets or partner with local businesses, as it builds the deep trust required for long-term success.

In recent years, geopolitical instabilities have often raised situations that required in-person meetings to resolve. Building a trustworthy relationship beforehand helped companies to cope with such situations easily. Therefore, the importance of personal business travels increased even higher.

During this time, smart corporations perfectly balance digital engagement with physical presence. They track costs, CO<sub>2</sub> emissions, and results to ensure a sustainable practice. Experts remarked on business travel as a strategic necessity for corporate success, as human connection is the foundation of global business.

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