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GTMC Partners With Venue Directory To Develop Hotel Programme

The GTMC has today welcomed Venue Directory, a MICE industry leader providing the largest data centre of venue information to the UK, as its newest industry partner.

With over 26 years of experience and 60,000 venues worldwide, Venue Directory distributes venue data to event planning agencies, corporate meeting planners and individuals through its exclusive GRATIS software. This powerful booking module allows users to enquire, book, track, invoice, report and make commission claims dynamically.

The partnership will be a first for the GTMC, with Venue Directory creating and powering the GTMC Hotel Programme through its interactive API, giving hotels great exposure, to all members and their clients on the soon to be launched new GTMC website.

Venue Directory will also take over the RFP process for the GTMC Hotel Programme, following its acquisition of ABC Connect.

Adrian Parkes, chief executive, GTMC, commented:

"The GTMC is committed to delivering the best service, quality and value to our members and partnering with Venue Directory further strengthens and develops this via the GTMC hotel programme. There is strong demand from our TMC members for an easy-to-use system that adds value and assists in growing MICE related revenues. We are excited about the opportunities that welcoming Venue Directory to our partner programme will deliver.

"Michael Begley, managing director, Venue Directory, added:

"It's an honour to be introducing a hotel programme that utilises our powerful API data to provide rich content to TMCs. It will be tailored to both hotel and MICE needs, which is really driving the new programme forward to be the best one yet. The GTMC has a packed agenda for the year ahead and an excellent committee on the board. We are looking forward to supporting them, whilst also developing an industry leading hotel programme."

Representing a diverse range of travel management companies – from global companies to small independent specialists and top regional agencies – GTMC, originally founded in 1967, is the voice of business travel and acts to lobby those who have an impact on the business travel community, together with promoting the activities of its members as the best in quality and value to the business traveller.

For more information on GTMC please visit:

www.gtmc.org or call 020 3657 7010 or email info@gtmc.org.

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Notes to editors

About GTMC

The GTMC is the UK's leading professional body for travel management companies. The diverse membership accounts for over 93% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors.

About Venue Directory

Founded in 1993, venuedirectory.com has rapidly progressed into the UK market leaders of online venue data with over 60,000 venues worldwide and when Michael Begley took over in 2008, it was his vision to add to this well-established cornerstone of the venue finding world with the cloud-based booking tool GRATIS, and their newest product Live Availability which has since gone on to be a huge industry success. With over £225M of confirmed Meetings and Events revenue going through their distribution channels, venuedirectory.com has established itself as the go-to platform in the MICE industry.