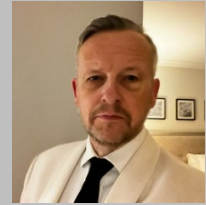


**Daniel Pearce**  
CEO & owner  
**TTG Media**



## Election Address

“Be the change that you want to see in the world.” Mahatma Gandhi.

As a reporter, an editor, a publisher and a media owner I’ve spent a long time commentating on the big issues during a 28-year career in media, and 14 years in travel. But in recent years I’ve wanted to make a more direct contribution to the two industries that TTG Media sits across. To help drive the change, as well as to commentate on it.

In the media I now chair the Independent Publishers Network at the Professional Publishers Association, which has been facing up to a period of immense upheaval in platforms and audiences.

Yet in travel the change is even greater, with sustainability now being an essential catalyst for disruption and renewal. I’ve already spent two years on the board at ITT and feel like we are now facing up to a time of momentous change. But for me, our work is just getting started and I’d hugely value the opportunity to continue this work if I am re-elected to the board.

I have an unrivalled network across the travel industry and am privileged to rub shoulders with and speak regularly with many of the most senior leaders. Listening to them it’s clear that the pace of change has never been faster, and the challenge for the ITT board is to ensure that the work of the institute not only keeps up with it but helps to lead it.

I’ve enjoyed immensely managing TTG’s media partnership with ITT over the past 14 years. ITT’s issues are the issues the entire industry has. How to attract new people? How to ensure ITT is the sort of diverse organisation that the most successful businesses now are? I’ve particularly enjoyed working alongside Fiona Jeffery OBE and the other members of the ITT Sustainability Committee in recent months, and look forward to moderating a session at the conference in June and helping to step up this activity beyond Halkidiki.

With TTG Media recently named one of the first companies in both media and travel to gain B Corp-certified status, I’m proud of our increasing contribution to the industry in these areas. TTG has been on a mission for Smarter Better Fairer Travel since introducing our business purpose in 2019 – and it’s the fairer part of our mission, to promote an industry kinder both to the environment and to the people within it, that is most important to us. I would relish the opportunity to continue to bring this drive to the ITT board from 2024 to 2026.

## Biography

*Daniel Pearce is CEO and owner of TTG Media, the award-winning, B Corp-certified media business delivering results for the travel industry in the UK and beyond through magazines, websites and events.*

*Celebrating 28 years in the media in 2024, Daniel joined TTG as Editor in 2010, before moving to brand director in 2012 and mounting a management buy-out and setting up independent business TTG Media in 2013.*

*In April 2019 the business rebranded under a new vision to promote a ‘Smarter, Better, Fairer’ travel industry – while in December 2023 it attained B Corp status underlining its belief in prioritizing people and the planet alongside profit.*

## Contact Details

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