

Donna Allcock
Strategy & Implementation Manager - Great Britain
Company: Tourism Ireland



Election Address

Donna is seeking re-election following the end of her current 2-year tenure. During her time on the Board, Donna has been an active contributor to ITT events, meetings, and conferences, recruiting and supporting members and helping drive forward new initiatives. These include an upcoming ITT Future You Mentoring partnership as well as recently joining a new ITT Board Sustainability Committee to help advance the sustainability agenda within the organisation and for members.

Donna brings solid leadership and previous Board experience and is a consultative relationship builder with a solution-focussed approach to creating opportunities from challenges. One of the many critical challenges the industry is facing while continuing to recover is an acute skills shortage. As an ITT Future You Ambassador and passionate advocate for access to, and development within the industry, we need to ensure that a career in tourism is championed as an inclusive, progressive, and credible career choice. In addition, we must all take responsibility for building back a more sustainable and resilient future that harnesses the positive benefits of tourism. Donna has recently completed studies with the Global Sustainable Tourism Council to become better informed on how to be part of the solution and to help engage others. Both of which align with the purpose of the ITT - to raise and maintain professional standards and provide Members with support and guidance.

Donna believes in the ITT Board, Members and Partners working together to ensure it continues to grow, retain, innovate and add-value as the leading membership organisation for tourism professionals throughout all stages and sectors of their career.

Biography

Donna is an award-winning travel industry professional with extensive experience of working with travel agents, tour operators, OTA's, metasearch brands and tourist boards. These include Thomas Cook, TravelSupermarket.com, Olympic Holidays and Tourism Ireland, excelling in strategic product planning & development, marketing and digital roles in addition to Director and Board positions.

Passionate about continuous professional development, and almost 20 years after entering the industry via a Travel Apprenticeship, Donna competed with entries from around the world to be awarded the industry's first ever TTG Media Scholarship to study with Leeds Beckett University. She graduated with a First Class (Hons) degree in Travel Business Management in 2016, won an ITT Student Award, was a finalist in the UK Management Undergraduate of the Year Awards, took her first Board position and became an active ITT Education & Training Committee member and Ambassador helping to support and progress the ITT Future You initiative. She was a recent guest on "In the Travel Know", a podcast series about Insights and Impact from the travel and tourism industry's most influential leaders.

Donna has also worked in a range of consultancy roles in the travel and travel-education sector including with a leading global awarding body for vocational tourism qualifications and has had her work published within an academic tourism book in 2020. She recently also passed her Professional Certificate in Sustainable Tourism from the Global Sustainable Tourism Council, the global baseline for sustainable travel & tourism industry practices.

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