

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



Election Address

Donna is seeking re-election in 2024 following 4 years on the Board representing both General and Tourist Board categories. Having first joined the Board in 2020, she was successfully re-elected in 2022 during a record year where 19 candidates stood for nomination.

Donna volunteers her time to the ITT as she is passionate about protecting, sustaining and innovating the future of the travel & tourism industry. As well as being an ITT Board Director, Donna is an [ITT Future You Ambassador](#), having actively worked on the [ITT Education & Training Committee](#) since 2016. In 2022, Donna also joined the first ever [ITT Sustainability Committee](#), set up and chaired by Fiona Jeffery OBE, to help advance and embed the sustainability agenda within the organisation and for members.

During this time, the Committee has delivered a number of initiatives including: implementing carbon offset & in-destination programmes at the last three overseas conferences; introducing carbon management & measurement support services; incorporating leading experts and sustainability content within events; and regularly polling Members on their needs and progress to help shape ITT priorities as work continues. Donna was instrumental in creating the first ITT Sustainability Knowledge & Resource Hub and continues to engage industry experts to contribute content, shared resources and best practice so that this can be further developed and advanced.

During her time on the Board, Donna has continued to be an active contributor to ITT events, meetings, and networking, helping to recruit and support members, as well as students and future talent. She believes it is vital for the Board, members and partners to work together to ensure that the ITT remains relevant, innovative, and adds value to continue to grow the leading membership organisation for tourism professionals.

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, excelling in strategic product planning & development, commercial & digital roles in addition to Director and Board positions. She is an ITT Board Director & Sustainability Committee member & an ITT Education & Training Committee member & Future You Ambassador.

Donna has also worked within a range of self-employed and consultancy roles in the travel and travel-education sector including with a leading global awarding body for vocational tourism qualifications, has her work published within an academic tourism book, and has featured on "In the Travel Know", a podcast series about insights and impact from the travel & tourism industry's most influential leaders.

Donna has a First Class (Hons) degree in Travel Business Management and a Professional Certificate in Sustainable Tourism from the Global Sustainable Tourism Council (the global baseline for sustainable travel & tourism industry practices) achieving both in recent years having returned to studying alongside her existing work.

At Tourism Ireland, Donna specialises in Strategy, Implementation & Evaluation, leading in market intelligence and planning and operational excellence projects in Great Britain and globally. Tourism Ireland is responsible for marketing the island of Ireland overseas as a leading holiday destination delivering world-class marketing programmes across 14 markets including Great Britain, North America, Mainland Europe and Australia.

Contact Details

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