

Bruce Martin

Biography

Bruce Martin is the owner and Managing Director of Travel Gossip, a popular, fast-growing trade-facing media brand.

Travel Gossip News launched a year ago and has established itself as a popular news source for the travel trade. The brand offers a wide range of digital marketing products, will host 22 in-person 'roadshow' events this year and has recently launched a rewards platform for travel agents called 'Big Agent Rewards'.



Travel Gossip is home to the travel industry's most active online community, the Travel Gossip Facebook group which now has over 23,000 members.

Bruce is also Managing Director of Ginger Juice, a multi-award-winning social media agency that he founded in 2013 to provide high-quality campaigns for travel brands. Its recent campaign for South African Tourism won three different awards. Current clients include The London Eye and Saint Lucia Tourism.

Earlier in his career, Bruce held several roles in marketing and operations at a variety of travel businesses including Gulliver Travel Associates, C&M Recruitment, and Online Travel Training. He has presented at conferences and events around the world, and he has been a regular attendee of numerous domestic and international events held by ITT.

Bruce is a keen supporter of the work of the ITT Education and Training Committee, of which he was a member for several years, during which time he volunteered to deliver and managed a new ITT Future You website and social media channels. He has also presented at Future You events.

Originally from London, Bruce now lives in Merseyside with his family.

Election Address Hello! Thank you for considering my nomination.

I'm putting myself forward because I believe I can bring valuable insight and entrepreneurial experience to offer valuable insight to the ITT Board.

As the admin of the largest and most active travel trade group on Facebook, I have unique insight into the challenges and opportunities facing travel agents, suppliers and tourism boards as we emerge from the pandemic.

Also, I can provide digital marketing support; helping the ITT make the most of social media and promoting the ITT through the extensive reach of our digital marketing channels.

I will also speak up for the small business owners and solopreneurs in the industry.

I believe I will be a positive, effective and friendly member of the ITT Board.