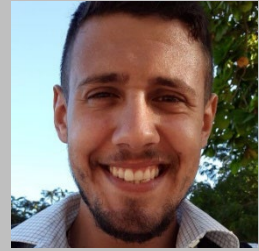


**YOUR NAME MANUEL HOLDEN-AYALA (MANNY)**

**Position TRADE RELATIONS EXECUTIVE**

**Company MALTA TOURISM AUTHORITY**



## **Election Address**

I wish to be elected for the Tourist Board seat as my career path of mainly working for Tourism Boards helps me to understand and appreciate them in a unique way. I fully support the ITT goal of networking with key decision makers, especially in government, as since the pandemic we have learnt, somewhat the hard way that lack of strong relations with key decision makers, especially in comparison to other sectors can leave our industry colleagues in precarious situations which we can't risk a second time round. Having experience of dealing with governments I think I can be an asset to the association.

Recent times have also shown me we have to make the industry attractive to newcomers and more importantly retain these people whilst making sure that a high standard is maintained across the UK tourism industry. I personally believe that Tourists Boards are incredible places to work and worthy career paths and I hope to promote this to young professionals via ITT. In my current post I am very involved in event planning and would love to bring this enthusiasm to ITT events.

I'm easy to work with, a team player, already know some members of the board and am well accustomed to the surroundings of the ITT having grown up in the industry. I would be honoured to have the opportunity to work with and advocate on behalf of and for this prestigious association and industry.

## **Biography**

200-250 words

My mother ran a Tourism Board for about 30 years. I attended my first WTM aged 6 in 1997. I grew up attending trade shows around the world and had been to FITUR and ITB twice before I was 12. At home I read TTG and Travel Weekly growing up because they were always on the coffee table.

My first part time job was at a hotel in London before doing my first summer internship at Reed Exhibitions. After University, where I studied International Relations, I moved to the Bahamas organizing excursions before I landed in Yucatan and spent the next 6 years representing the state tourism board. As the only English speaker at the ministry, I travelled around the world negotiating deals with mega companies like Carnival Cruise Lines & Westjet Airlines as well as organizing massive MICE events like the Nobel Peace Prizes.

My favourite achievement in Yucatan was helping indigenous communities set up self-funded eco programmes and connect them with a US Cruise line which helped stop abusive practices as well as set up training session for young people in a region with very low HDI scores.

Post pandemic I headed back to the UK where I gravitated again to Tourism and landed on my feet at the Malta Tourism Board making great relations with associations and other tourism boards and have been lucky enough to continue doing the one thing I know and love which is tourism.

## **Contact Details**

Email / LinkedIn / Twitter etc.

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