

**Ben Duhig**  
**Managing Director**  
**Bluesoup**



## Election Address

My involvement with the ITT dates back to the 2014 conference in Malta. Since then, I've actively participated in numerous events & conferences and I'm now eager to offer more, leveraging my time, energy, and experience.

I would relish the opportunity of joining the ITT Board, to serve both the Institute and an industry I have been passionately promoting for over 20yrs. There's so much to celebrate from the past, but in a post pandemic world, with consumers increasingly looking for sustainable and responsible travel options, the industry and the ITT need to evolve and meet the needs, demands & expectations of tomorrow's traveller.

The ITT is dedicated to "working on behalf of the industry" and I believe part of that remit requires us to look externally. The ITT needs to ensure members and the travel sector remain relevant, responsible, and forward thinking. It is uniquely placed to support its members, ensuring they set the gold standard of the wider industry, whilst also working with external bodies to ensure these efforts are recognised.

Whilst I may not be at the coal face (I run an advertising agency), I work on campaigns and solutions to engage customers for travel clients, as well as those from other sectors. My day job is to understand consumers, trends and develop solutions to inspire them. As such I could help bring fresh, consumer centric ideas to the ITT.

I don't believe in change for change's sake but equally I don't support complacency. I am keen to build on all the historical successes, but being unhindered by established norms, I believe I am well placed to help the Institute to embrace the best of new opportunities.

I am fortunate to have received the following endorsement from Brian Young, MD of G Adventures. *"I feel that Ben's understanding of the industry, plus his entrepreneurial skills will be of benefit to the Institute, plus his passion for the ITT and the work that ITT does across all the industry would stand him in good stead"*.

## Biography

Ben is a highly experienced marketing strategist having worked at Board level within advertising agencies for over 20 years. He began his career in London working on clients such as Ford, Audi, Tesco, Wickes, the RAC, NatWest and the Met Police. Career highlights include winning awards for work on Tesco & the Met Police as well as a New York Ad Effectiveness Award for Audi. Ben was behind a 20ft inflatable astronaut for The Eden Project, giving away 10,000 daffodils for the Cornwall Tourist Board, the launch of the Ford Focus, and he planned the media campaign for the RAC rebrand!

Ben moved to Devon in 2003 to take on the role of Media & Planning Director for an agency network, specialising in the travel & tourism sector, with over 200 clients spread across 10 offices. In 2007 Ben launched Bluesoup, an integrated advertising agency offering design, media planning & buying, paid digital marketing and organic search. Bluesoup works with a range of clients but specialises in travel and tourism, working with (or having worked with) G Adventures, Barrhead Travel, The Eden Project, Saddle Skedaddle, Journey Latin America, Travel Chapter, Exodus Travels, Bluechip Holidays, and more.

Ben is leading the agency through B Corp accreditation and is an advocate for businesses doing good. He is Chair of Trustees for an educational charity, Edukid, which works in Uganda, Cambodia and Peru, helping children in extreme poverty access education. He regularly leads trips for UK students to visit the projects, to learn about their role as global citizens, helping them to build relationships with sponsored students.

Ben is a mentor as part of the IWTF Male Allyship programme and has recently returned from the Colombian jungle where he took part in the G Trek for Good alongside 20 colleagues from the travel industry. Together they raised over £30,000 for ABTA lifeline and Planeterra...whilst sweating excessively on an amazing expedition!

## Contact Details

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