

Oliver (Olly) Nicholls
Position: Group CEO
Company: Attraction World Group



Election Address

Dear Members of the Institute of Travel and Tourism,

I am honoured to present my nomination for a seat on the esteemed board of the Institute of Travel and Tourism. In these pivotal times, the representation of ancillary travel companies on our board is not just beneficial but necessary. It is through such inclusion that we can truly harness the full spectrum of our industry's potential, especially as we pivot towards the fastest-growing market within our sector: the experiences economy. My journey with Attraction World Group, leading a team dedicated to revolutionising how travellers engage with destinations, underscores my commitment to this vibrant sector. Under my leadership, we've not only navigated but thrived, selling over 1.5 million tickets annually across the globe, and establishing robust partnerships with globally recognised brands. This accomplishment speaks to our innovative approach and deep understanding of the experiences market, which is crucial for our collective success.

I bring energy, a forward-thinking mindset, and a collaborative spirit to everything I do. I am driven by the belief that together, we can think big, exceed expectations, and shape a future where every journey is enriched with memorable experiences.

Your support in electing me to the board will ensure that we remain at the forefront of this exciting growth, making informed decisions that benefit not just our businesses but the entire travel community.

Biography

Oliver Nicholls, a seasoned leader in the travel industry, has charted an impressive journey over 25 years, beginning as a holiday representative overseas with TUI. This foundational experience laid the groundwork for a career defined by innovation, leadership, and a deep commitment to nurturing the next generation of travel professionals.

As the CEO of Attraction World Group, Oliver has spearheaded the transformation of the experiences sector, leveraging partnerships with world-renowned brands and steering the company to global recognition. His leadership extends beyond the commercial, as he actively supports Women in Travel as an Ally and mentor, championing diversity and empowerment within the industry.

Oliver's expertise and vision have also made him an invaluable advisory member of the World Travel & Tourism Council (WTTC), where he contributed to shaping the future of travel on a global scale. His insights are grounded in a rich history of navigating the sector's challenges and seizing its opportunities.

Further demonstrating his commitment to fostering talent, Oliver serves as an ambassador for ITT Future You, guiding aspiring professionals through mentorship and advocacy. His efforts underscore a belief in the power of education and access as pillars for industry growth and innovation.

Oliver's journey reflects a blend of hands-on experience, strategic leadership, and a genuine passion for the travel industry's evolving landscape, making him a respected figure and an inspiration to many.

Contact Details

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