

**Jax Shaw**  
**Experiences & Impact Director**  
**Family Holiday Charity**



## **Election Address**

I am excited to stand for election for this years ITT board and hope to contribute my 20 years' experience in the travel industry and my passion for and knowledge of social tourism.

Exclusion from tourism is a very real problem that we face in the UK where many families are unable to participate in experiences that others take for granted. Recently we have seen unprecedented worries and strains put on the nation with having to make the choice between eating and heating and we are all feeling the impact of increased costs. But there are an estimated 2.2 million families in the UK who wouldn't be able to afford a domestic holiday and research shows that many of them cannot enjoy even the simple pleasures of a day out or a meal together in a restaurant.

Over the years ITT has helped to bring so many important and relevant topics to its audience such as sustainability and recruiting new talent into the industry. Now is the time to come together as an industry which understands better than any other the transformative power of a holiday, to tackle the problem of exclusion from tourism.

Making tourism inclusive isn't just about free tickets or giving away free holidays, it's thinking about how, where and when we can reach excluded audiences and support them in many different ways to take part. I hope to bring to the board an opportunity to engage in this topic and look for ways to support the industry in becoming more knowledgeable and explore this issue together.

## **Biography**

Jax is a travel industry professional with over 20 years' experience working in the sector.

Having started her career spending 11 years overseas at Thomas Cook, Jax went on to senior roles within the business running the youth portfolio for overseas travel and UK events. This role incorporated operational delivery, sales, brand direction, customer and commercial proposition both in the UK and overseas. Later Jax went onto run the Thomas Cook Children's Charity where she still holds the role of trustee and is helping the charity move forward in its strategic aims.

Currently the Experiences and Impact Director at Family Holiday Charity, the UK's leading social tourism charity whose mission is to ensure that every family has the opportunity to experience travel, enjoy a holiday, and the benefits that it brings. Jax is responsible for curating and delivering the experiences that families have and optimising the customer journey. Now leading on the delivery of major projects in collaboration with programme partners such as DCMS, Visit England and Visit Scotland the charity is set to double the number of families it is supporting this year to experience what the nation believes is part of the minimum standard of living – a holiday!

Jax is passionate about travel, tourism and making a real difference. Together we can achieve great things.

## **Contact Details**

[Jax@familyholidaycharity.org.uk](mailto:Jax@familyholidaycharity.org.uk)

[Jax Shaw | LinkedIn](#) - <https://www.linkedin.com/in/jax-shaw-9961b355/>