

Bill Munro

Founder and former owner

Barrhead Travel



Election Address

If elected I would hope to encourage input from all members of ITT and bring together the varying types of memberships – land, sea and air – including discerning members of the public and non members who feel they have an important view of what else could be accomplished for the benefit of all worldwide.

We must stop building holidays and then trying to sell them to the unsuspecting public rather than inviting them to tell us what they want from a holiday experience. WE should provide what they want and not always what we want to sell them. We must work together, both with clients and the multiplicity of travel associated companies.

I have been on the fortunate position of being able to meet with many prominent people in travel and in the business, charity and political arenas and believe I can put the knowledge gained to good use on behalf of ITT both in Scotland and UK wide.

Biography

As founder and former owner of Barrhead Travel, established 44 years ago, I expanded it to become one of the UK's top three independent travel agents. Latterly I was Chairman while maintaining an everyday finger on the pulse and retaining hands on major input in all divisions of the company including charters, marketing, tour operating, retail, franchising and homeworking. Barrhead Travel was listed as one of the Sunday Times Best Companies to Work For.

Early in my career my profile was raised in the industry when I wrote 500 words a week for a column in trade publication STAN Scottish Travel Agents News.

Useful in my career was joining Scotway, the first Scottish travel buying group, and becoming Chairman of around 40 companies with approximately 130 outlets.

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