

**DANIEL PEARCE**  
CEO  
TTG Media



## Election Address

“The man who says he can, and the man who says he can’t, are both correct.” Confucius.

Throughout my 26-year career in media and 12 years in travel, I’ve always thought: I can.

‘I can’ be editor of TTG (Travel Trade Gazette) in 2010, when people were telling me that someone from outside of travel could never be a successful editor of TTG.

‘I can’ set up a new company to mount a management buy-out of TTG in 2013, despite being a journalist with no experience of running a business.

‘I can’ inspire the incredible TTG team to success over the past nine years, with a series of audacious media launches and partnerships.

And ‘I can’ push our independent business to grow stronger, not weaker, during the biggest fight of our professional lives since 2020.

‘I can’ be a board member of ITT? You decide.

I’ve enjoyed immensely managing TTG’s media partnership with ITT over the past 12 years. ITT’s issues are the issues the entire industry has. How to attract new people? How to ensure ITT is the sort of diverse organisation that the most successful businesses now are? And how to prioritise sustainability?

TTG has been on a mission for Smarter Better Fairer Travel since 2019 – and it’s the fairer part of our mission, to promote an industry kinder both to the environment and to the people within it, that is most important to us. I would relish the opportunity to bring this drive to the ITT board.

## Biography

Daniel Pearce is CEO and owner of TTG Media. After joining the Travel Trade Gazette as editor in 2010, he moved to brand director in 2012 before mounting a management buy-out in 2013 and setting up TTG Media as a wholly independent business. Since then TTG Media has gone from strength to strength, launching new initiatives including the Travel Industry Awards by TTG, TTG Top 50 Travel Agencies, TTG LGBT events, the ttgluxury Travel Summit, the ttgluxury Travel Awards, the TTG Diversity & Inclusion in Travel conference, and TTG+.

In April 2019 the business saw a rebrand under a new vision for a ‘Smarter, Better, Fairer’ travel industry – and new investment in print publishing, with TTG magazine, now a quality monthly publication, still at the heart of the industry 67 years after its first edition. In November 2019 TTG Media was named Independent Publishing Company of the Year at the PPA Independent Publisher Awards, while in May 2020 TTG was named Business Media Brand of the Year at the Campaign Publishing Awards. TTG is current holder of the Trade Media Publication of the Year awards at both the Travel Media Awards (October 2021) and the TravMedia Awards (April 2022), and was awarded the Special Recognition Award by the PPA in November 2021.

Daniel celebrated 25 years in media in 2021, following a career working in local newspapers and for media businesses large and small including Reed Business Information and UBM, in B2B sectors including retail, hospitality and travel.

## Contact Details

[dpearce@ttgmedia.com](mailto:dpearce@ttgmedia.com) ; <https://www.linkedin.com/in/danielpearce/> ; <https://twitter.com/DanielPearce>