

NAME Charles Wilson
Position Managing Director
Company CW Sports Travel



Election Address

Travel has always been a passion of mine, I've worked in the industry for almost thirty years after a career in the army, which also gave me the opportunity to travel considerably. The tourism industry is one which brings people of all cultures, race, colour, and creed together and I am keen to help ITT as an organisation show that it has moved with the times, is more diverse and inclusive. I also want to show the next generation of young employees coming into the industry that they are represented at all levels and for them to believe that they too have an opportunity to be successful in one of the world's best industries. I'm a good communicator, am confident and I have a wealth of experience, which I wish to pass on through involvement in the training and development initiatives that ITT offers, I have sound leadership skills. I often deal with demanding and at times difficult clients, I work collaboratively with colleagues and clients alike and am able build trust and respect. Over the years I have built a network of friends and colleagues, and I believe that too will be valuable in helping to grow the ITT membership. I will support ITT and attend as many events as I can and be available as a source of knowledge.

Biography

I have gained extensive experience across various sectors of the industry. After studying business management and tourism in Germany, I began my career at a travel agency, where I handled everything from rail ticket bookings to exotic holiday packages. This role gave me a deep understanding of the surprisingly complex travel industry and the critical importance of excellent customer service at all levels.

My time with the Royal Signals provided me with a strong foundation in technology, which I later applied while working for one of the pioneering travel tech companies. There, I managed projects for early OTA giants like lastminute.com, Opodo, and Priceline, contributing to the evolution of digital transaction solutions. I've also had the privilege of working internationally in India, the US, and South Africa, where I trained agents in GDS systems, ticketing processes, BSP, and operations.

As Head of Operations at TUI UK, I developed a comprehensive understanding of the tour operations side of the industry and adapted to its rapidly advancing technological landscape. After over a decade leading B2B sales at the German Tourist Office in London, I ventured into entrepreneurship by founding both a consultancy and a sports travel company, CW Sports Travel. Additionally, I'm proud to mentor as a male ally for Women in Travel CIC.

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