

Louie Davis  
Head of Business Services  
**easyJet holidays**



## Election Address

I am proud to stand for election as an ITT Director (general).

Since graduating from the University of Oxford in 2016, I've committed my career to travel and tourism. I've led strategic projects across tour operators, OTAs and hotels, acquiring a blend of experience and establishing a strong network across our industry.

From launching sustainable excursions at Thomas Cook to shaping easyJet holidays strategy, I've focused on building a better travel industry for our people, planet and ultimately, our customers.

In particular, I'm incredibly passionate about supporting the next generation of travel industry talent. I was appointed to the ITT Education and Training Committee in 2018 as a TTG 30 Under 30 graduate. Since then, I've strived to support aspiring professionals by presenting at universities, moderating ITT conference sessions and mentoring students.

If elected as an ITT Director, I will commit to:

- i. **Championing training and education;** building bridges between industry and education to pave career pathways
- ii. **Developing connectivity;** facilitating links between small, mid and large businesses to drive innovation
- iii. **Promoting inclusivity;** organising events that are open to everyone with a passion for travel and tourism

My approach is open, inclusive, and impact-driven. I believe in listening to ITT members, encouraging dialogue, and ensuring ITT reflects the breadth and ambition of our sector.

If elected, I will work tirelessly to uphold ITT's values and represent the interests of all members. Together, we can continue to elevate the profile and professionalism of ITT in the UK and beyond.

Thank you for your support

## Biography

I'm a commercially-driven strategy leader with almost a decade of experience in the travel industry, spanning OTAs, hotel groups, and tour operators. I'm currently the Head of Business Services at easyJet holidays, where I develop partnerships, drive operational efficiencies and collaborate closely with the Chief Operating Officer to deliver sustainable growth.

Before easyJet holidays, I was Head of Ancillaries & Financial Services at Thomas Cook, responsible for developing the product and partnership strategy across the UK and Netherlands. Here I managed a portfolio of ten products, launching an industry-first digital shopping mall to connect the world of fashion, beauty and retail with travel.

I also spent three years at Whitbread, where I played a key role in transforming Premier Inn's trading strategy. As Commercial Lead, I was responsible for driving revenue growth at over 300 hotels. I also helped to launch Premier Inn's first-ever room upgrade proposition; from building the business case and gaining PLC board approval, to coordinating cross-functional teams to successfully launch the product in the UK and Germany.

I started my career on the Future Leaders Graduate Programme at Thomas Cook, where I quickly found my passion for using strategy to unlock growth and deliver customer value. I hold an MSc in Nature, Society and Environmental Policy from the University of Oxford, and a First Class Honours BSc from Cardiff University.

In 2024, I was co-opted onto the Board of the Institute of Travel and Tourism (ITT), where I contribute to shaping the future of our industry. I also serve as an ITT Future You Ambassador, helping to inspire and support the next generation of travel professionals. I'm proud to have been named in the TTG 30 Under 30, and remain incredibly passionate about building a better travel industry for our people, customers and destinations.

## Contact Details

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