

Steven Endacott
Chairman
Travel Solutions Network



Election Address

I am delighted to put myself forward once again for a position on the Board.

Having previously served as an active Board member for six years, representing the tour operator sector, I bring deep, practical experience from across the travel industry. My professional background in tour operating has given me a strong understanding of the challenges our members face, from commercial pressures and evolving consumer expectations to the pace of technological change.

During my earlier term, I worked hard to ensure the voice of tour operators was heard, while supporting the wider goals of collaboration, education, and sustainability. I am proud of the contribution I made, and I remain passionate about helping the Institute continue to grow and adapt.

If re-elected, my focus will be on helping modernise the organization and keeping it relevant to all members, from long-established businesses to new entrants. In particular, I bring hands-on experience with AI tools and emerging technologies, and I believe these can play a meaningful role in strengthening member engagement, improving services, and supporting innovation across our sector.

The travel industry is changing rapidly. Now more than ever, we need a Board that combines experience with forward thinking.

I would welcome the opportunity to serve again, to represent our industry with integrity, and to help shape a modern, inclusive, and future-focused Institute.

Thank you for your consideration

Biography

STEVE ENDACOTT (AI-STEVE)

NON-EXEC CHAIRMAN LIFES ECHO (AI), NEURAL RIVER (AI), TRAVEL VOICE (AI), AND TRAVEL SOLUTIONS NETWORK AND FOUNDER OF ECO-ELECTRIC CAR ORGANISATION.

Steve had an extensive business career before he launched the SmarterUK party and exploded into the political world by standing as AI Steve to become the UK's first AI Member of Parliament in Brighton Pavilion.

Steve has the unusual distinction of having successful careers within both corporate and entrepreneurial environments.

Steve is now "Semi-Retired," having sold Holiday Taxis Ltd (Jan 2019) and Rock Insurance Ltd in multimillion-pound deals. However, he continues to invest in startup businesses and has recently launched a range of new companies.

- **Lifes Echo** claims to be the ultimate “AI Genealogical Tool”, allowing people to record their autobiographies and talk to future generations about their lives even after death.
- **Neural River** is an AI Incubator that has already launched groundbreaking AI products such as Neural Voice, which allows customers to converse with a voice version of AI engines like ChatGPT and Bard.
- **Eco Electric Car Organisation.** A Not-for-profit “Green” consultancy aimed at “Saving the Planet” by encouraging the transition from polluting petrol cars to clear EV equivalents.
- **Travel Solutions Network.** A unique homeworking proposition that allows homeworkers to work in a virtual call centre answering third-party travel companies' calls whilst building their own book of direct clients. Often likened to “Cloud Computing” for sales staff where partner travel businesses pay for the resources they need when they need them.

Endacott is experienced in moving from a business idea to a prototype build, recruiting management teams and raising funds to drive start-up businesses forward.

Steve has built his present entrepreneurial business activities by pulling on 15 years of experience leading traditional package tour operators. Steve’s corporate career involved high-profile directorships in some of the UK’s largest tour operating groups, spanning the financial controller position of International Leisure Group to the Deputy Chief Operating Officer position of MyTravel Plc, running its UK tour operations, Going Places retail chain and online websites. It included directorship over finance, yield management, marketing, contracting, overseas operations, sales and retail operations.

Linkedin Profile <https://www.linkedin.com/in/steveendacott2265/>

Contact Details

Email = se@Steveendacott.co.uk

LinkedIn = <https://www.linkedin.com/in/stevenendacott/>