

**LUCIA ROWE**

**MD**

**A-ROSA River Cruises UK & Ireland**



### **Election Address**

With over 20 years of managerial expertise in the European Travel and Tourism industry, I have cultivated a successful career marked by innovative initiatives, including hands-on river cruise start-ups with A-ROSA and DER Touristik, as well as pioneering private luxury yacht operations for the Beluga Group and Ritz-Carlton Yachts. An MBA graduate, I have played a key role in establishing A-ROSA's brand and sales office in the UK, demonstrating my results-oriented mindset and proficiency in building high-performing international teams.

Fluent in four languages and proficient in a fifth, I am skilled at fostering collaboration among diverse teams, utilizing my extensive professional network across Europe and Britain. Currently, I lead A-ROSA River Cruises in the UK, while also serving as a board member of the Institute of Travel & Tourism and as a member of the CLIA UK River Cruise Committee.

Passionate about sustainability, I actively engage in the cruise industry's leading efforts through my involvement with CLIA and the ITT Sustainability Committee. I am committed to uniting the travel community and working towards shared goals that prioritize creating a safe and clean environment for future generations.

### **Biography**

"There's no mountain high enough."

Four years ago, I was given a second chance at life after successfully overcoming a formidable battle with leukaemia that felt sudden and insurmountable. This pivotal experience has inspired me to embark on a lifelong mission of giving back. Each day, I strive to not only focus on my own journey but also to push my limits, dedicate my time and energy to those in need, and champion the causes that matter. I sincerely hope this commitment will encourage you to support my re-election to the ITT Board.

My professional experiences in launching and managing tourism brands have equipped me with invaluable insights into diverse perspectives and backgrounds. Growing up in Transylvania under Communist rule, I learned to navigate

adversities and discovered that understanding a nation's language unlocks a deeper connection to its culture.

Building my life in Britain has broadened my horizons; this country has not only become a mentor but also a true home. Britain has shaped me into the professional I am today and saved my life in countless ways, fueling my desire to give back through continued service on the ITT Board. The ITT has been a vital support since my arrival in this country, and I have proudly advocated for its values from the moment I joined. I am more determined than ever to collaborate with my colleagues on the board and continue being there for our remarkable industry.