

DANIEL PEARCE

CEO

TTG MEDIA



Election Address

The travel industry I joined 16 years ago when I became editor of the Travel Trade Gazette was a very different place. The transformation since then has been remarkable, and I'm pleased to say that my business TTG Media – which I set up in 2013 to take over TTG – has been at the forefront of driving, as well as documenting, that change.

As a reporter, an editor, a publisher and a media owner I've spent a long time commentating on the big issues during a career which now stretches to 30 years in media, and 16 years in travel. With an unrivalled network of contacts across the industry, I have a knowledge and an understanding that I've brought to the ITT board since 2022 and I'd really appreciate the opportunity to continue that as the pace of change accelerates over the next two years.

Recently I've become passionate about how businesses – and professional bodies such as ITT – can make a positive impact on travel. For TTG Media this switch came in 2019 TTG, when our team defined our business purpose as driving 'Smarter Better Fairer Travel' across the industry. For ITT, the growing focus in this area is being driven by the ITT Sustainability Committee, of which I am a member, and other positive actions.

As the owner of a B Corp-certified status and a member of the Travel By BCorp collective, I genuinely believe I bring a unique perspective to the ITT board – and I look forward to continuing our work, if I'm given the opportunity. Thank you!

Biography

Daniel Pearce is CEO and owner of TTG Media, the award-winning, B Corp-certified media business delivering results for the travel industry in the UK and beyond across its digital and event platforms.

Celebrating 30 years in the media in 2026, Daniel joined TTG as Editor in 2010, before moving to brand director in 2012 and mounting a management buy-out and setting up independent business TTG Media in 2013.

In April 2019 the business rebranded under a new vision to promote a 'Smarter, Better, Fairer' travel industry – while in December 2023 it attained B Corp status underlining its belief in prioritizing people and the planet alongside profit.

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