



Sarah Clayton-Turner –Chair

Sarah has worked in the travel industry for over 20 years, marketing for companies such as Unijet, Libra Holidays and Octopus Travel. In 2009 Sarah set up her own marketing consultancy providing SME's with a marketing resource including brand development, web site traffic growth, advertising, communications, PR and event management and has helped many of her clients (Rock Insurance, Affordable Car Hire, getabed, CWT Digital) become award winners.

Sarah has been on the board of AWTE for the past 4 years. Looking after Website and Communications, she is a very active member of the Association, getting involved in all activities and events. During her time on the board, Sarah has been instrumental in setting up the International membership of AWTE, in fact it was her idea to explore this initiative which came to fruition at the end of last year. Sarah was also responsible for the lounge area at WTM from conception to execution, which was a huge success. Now in the throes of renewing the website to optimise its function and become mobile enabled, as well as more dynamic for our members, she is determined to utilise the feedback and her expertise to give our Members a better experience online and offline. Sarah would welcome the opportunity to serve as Vice Chair, having now been one of the longest serving members on the current board.



Lindsay Garvey Jones - Vice Chair

Lindsay Garvey-Jones has been involved in the travel industry for 30 years and has been on the board of AWTE for the last 2 years as Coms Director.

She is a well connected, passionate, of sound mind individual with a great sense of industry and humour. Lindsay has held various roles within our industry such as Butlins Redcoat, overseas holiday rep that gave her the grounding, strategic thinking and people skills that she has carried forward to her senior roles: Regional Sales Manager, Sales and Marketing Manager and National Sales Manager. Lindsay also sits on the panel for TTG LGBT ensuring that our industry is best served and advised about inclusivity and diversity.

Using her passion and knowledge in social media as well as memberships to support AWTE exposure Lindsay is a great influencer and persuader, conversationalist and listener. When thinking of the roles she stated "I believe I am awesome ambassador for AWTE. I thrive on being able to grow awareness and exposure for brands as I have done for Holiday Extras over the last 5 years".



Sarah Hanan – Secretary

Sarah has over 20 years of experience within the travel industry, starting out as a travel consultant and working her way up to most recently Commercial Director for Cheapflights. Although Sarah has been based in the UK, she had responsibility for global markets so is hopeful that she can help to expand the international reach of the AWTE brand.

Sarah loves this industry and has worked with many inspirational women, as well as continuously striving to be one herself. She believes in the principals of AWTE and would love to contribute, help, maintain and support the opportunities it offers to existing and new women in the travel industry. As the founder of the extremely popular 'ladies in travel' golf day Sarah is hoping to be involved in many more events designed to encourage women at any point of their career.



Sarah Johnson – Finance Director

Sarah Johnson graduated with a degree in business studies and languages, she speaks French and Spanish. She started her career in retail working for Burberry then ad agency BBDO. Her tourism career started working for Tui spending 5 years overseas then returned to the UK to work as part of a specialist product development team. She joined Universal Studios in 1999 managing sales and marketing for their European theme park PortAventura as it grew from single park to a resort of two theme parks, four hotels and a golf course.

Sarah was General Manager of a specialist tour operator before launching Lotus. She has overall responsibility for the business P and L with key account responsibilities for Heathrow Express and Visit Andorra. Lotus is in the top 300 global PR agencies, has won 3 travel marketing awards and was shortlisted as PRCA Specialist Agency of the Year in 2016. Fellow of the Institute of Travel and Tourism, member of the Tourism Society and ex council member of the Chartered Institute of a Marketing Travel Group. In 2016 Sarah she was added to the Association of Women Travel Executives list of Influencers and would like to contribute her experience to the board of AWTE.



Deb Merrifield – Membership Director

Deb has worked in direct marketing all her career and is regarded as a guru. Her word is respected in the industry - she is often called on to speak and judge on what's best in direct marketing. Deb will deliver results from any position within a team. From working with directors on strategy, to planning and delivering a campaign or a test, Deb will roll up her sleeves and get the job done. One of her most impressive projects was to deliver a shareholders' club to 700,000 people from scratch in just six weeks. This went on to be the cornerstone of a highly profitable loyalty club.

With a client-side background spanning the FT, Nationwide Building Society, Abbey National HSBC and Thomson Holidays, Deb has successfully balanced the practical constraints and data management necessities when offering a solution. As co-director of Marketing Radar for 15 years, Deb has concentrated her energies on travel sector companies and improving their use of customer data to drive their businesses.



Jessica Bain - Events Director

With a love for language, travel and business, the travel industry was a natural choice for Jessica's career path after graduating. A short stint in travel sales made her realise it was time to pursue her big aspirations, so in 2012 at the age of 26, she started her own business and launched Latin Routes, a specialist Tour Operator offering tailor made holidays to South America. Running her own business has taught her many skills; she loves the variety that the job brings, the people she meets along the way and the constant challenges that it brings. She is a strong believer of work-life balance, and the cheesy motto 'work hard, play hard' so outside work, she plays and watches rugby, goes to the gym, is currently learning Portuguese, and enjoys socialising with friends and family.

Her passion for the industry brought her to join AWTE and through joining, she has reaped the benefits of the networking and events that we run. She has decided to apply for the role of Events Director because she feels she can bring some new ideas to the board, loves organising and thrives off other people having a good time. Strangely she also loves a bit of pressure!



Donna Allcock – Events

Donna has over 20 years' experience within the travel industry working with international brands, products and destinations in a variety of roles in retail, tour operating, product & destination management, new product and business development and consultancy. She has worked with travel agents, tour operators, OTA's, digital and metasearch. As a keen ambassador for continuous professional development within the industry, she also achieved a First Class BSc (Hons) in Travel Business Management in 2016 whilst working full time, after being awarded the first ever TTG & Leeds Beckett University Scholarship. She was received a Student of the Year Award 2016 by the Institute of Travel & Tourism and is now a member of their Education & Training Committee and a speaker at industry events.

Donna joined the Association of Women Travel Executives since moving to London, and has been a regular attendee of the networking and professional development sessions since. Enthused and inspired by the people and events she has attended she looks forward to continuing to be an active part of the AWTE during 2017 as it becomes an ever-growing, influential and evolving organisation for women (and men) throughout the industry.



Louise Hodges - PR Director

Louise Hodges is Head of Communications for Travelzoo Europe and Global Coordinator, responsible for the company's external and internal communications, as well as brand in the UK, Germany, France and Spain.

Globally Louise runs integrated communications campaigns across Travelzoo's 25 offices in 11 countries. Prior to joining Travelzoo Louise held positions as Head of Public Relations and Brand for Tourism Australia, both in Europe and in Asia Pacific, where she was based in Hong Kong for five years.

With 15 years' experience in the communications and travel industry Louise is frequently asked to comment on global tourism and hospitality trends appearing regularly on Good Morning Britain and BBC News. Louise is also a regular speaker at both PR/Communications and travel industry events. She will be a great addition to the communication and public relations strategy for AWTE.



Claire Osborne – Web/Comms

Claire has worked in the Travel Industry for more than 20 years and during that time has had a number of interesting and varied roles. Her experience spans many sectors of the industry, including both consumer and supplier businesses. Having held a number of account management positions, she progressed to manage the UK Agency Sales division for STA Travel. Following that, she became Commercial & Marketing Manager at Resorthoppa, before progressing to the role of Business Analyst for TUI, where she defined change & improvement across the main tour operator and retail businesses.

Claire joined Travelport over 6 years ago, working initially as Director of Product Support (Europe) and more recently, in her current role as Solutions Sales Director. She leads the team of solutions experts in the Northern European region, providing support and direction to customers utilising the wide range of Travelport products & services.



Andrea Clayton – Web/Comms

Andrea has worked in travel (an industry that she is passionate about) for 20 years. In that time she has been fortunate to meet and work with many inspirational people. Her roles have given her the moniker of “insurance anorak” but please don’t let that put you off - Andrea has a big personality and can hold a conversation about most topics!

Andrea spends most of her time away from the office meeting or attending conferences with key distribution partners and feels that she can put her operational / organisations skills to good use working with the team at AWTE. By her own admission Andrea is a well-practised plate-spinner and has a strong sense of fair play. She also has a keen commercial brain and can be quite creative when it comes to fund-raising. Working as part of a team towards a common goal is her preferred approach, but she is also happy to take sole responsibility for a project when required. Andrea's favourite saying is by the Dalia Lama - “when you talk, you are only repeating what you already know; but when you listen, you may learn something new”



Rivka Hawley – Partnership and Project

Rivka has over twenty five years experience working within the Travel Industry and has forged many long standing relationships with industry colleagues. She has been actively responsible for promoting female managers at Travlaw by encouraging participation in many industry promotions such as TTG 30 under 30. She is very focused on equal opportunities and continues to support females within the Company with career progression. Having started her career many years ago as a YTS office junior, she has worked hard to progress her career, working as a legal secretary with two small children whilst sitting her ILEX exams. Rivka is one of the founding partners at Travlaw, having started the firm with colleague Stephen Mason in 2003. She has been instrumental in growing a firm which is now recognised as one of the UK's leading specialists in travel law and continues to actively deal with business development and attend many key travel events throughout the year.

In 2016 Rivka qualified as Clinical Hypnotherapist helping to assist many stressed executives with relaxation hypnotherapy. Stress is sadly quite common but not often admitted, especially by women who are looking to progress their careers. She is extremely proud in the fact that she now possesses a skill which can be used to help people talk about their stresses and anxieties in a confidential, yet relaxed manner. Rivka would be extremely delighted to be accepted as a member of the AWTE board. It would be her pleasure to work with so many talented and skilled female members; if she is admitted to the board, she will continue to promote and support female career progression in every sector, working closely with my industry colleagues in promoting the benefits of AWTE.