



Meeting of the Travalyst Independent Advisory Group (IAG) 9 July 2024

Items of business

1. Chair's Introduction
2. Travalyst's Role
3. AOB

Attendees

Anna Spenceley	IAG Chair
Sarah Holloway	IAG Vice Chair
Jeremy Smith	IAG Member
Paul Peeters	IAG Member
Sara Dolnicar	IAG Member
Susanne Becken	IAG Member

Apologies

Xavier Font	IAG Member
Marten Dresen	IAG Member

With

Sally Davey	Travalyst CEO
Aromica Bhattacharya	Travalyst Secretariat
Asia Galecka	Travalyst Secretariat
Annie McDonald	Travalyst Secretariat
Kees Jan Boonen	Travalyst Secretariat
Polly Lomas	Travalyst Secretariat

IAG meeting minutes, 9 July 2024

1. Chair's Introduction

- 1.1. The Chair welcomed attendees to the meeting.

2. Travalyst's Role

- 2.1. The Secretariat updated the IAG on the data hub concept, a proposed strategic direction for Travalyst's work, beginning with the Accommodation workstream.
- 2.2. IAG Members advised the Secretariat on the challenges of data collection and data quality, and the risk of bias towards larger enterprises and/or the Global North.

3. AOB

- 3.1. There was no AOB and the meeting was closed.