



**Meeting of the Travalyst Independent Advisory Group (IAG)
15 October 2024**

Items of business

1. Chair's Introduction
2. Strategic Partnerships
3. Key Updates
4. AOB

Attendees

Anna Spenceley	IAG Chair
Sarah Holloway	IAG Vice Chair
Jeremy Smith	IAG Member
Paul Peeters	IAG Member
Susanne Becken	IAG Member
Xavier Font	IAG Member

Apologies

Marten Dresen	IAG Member
Sara Dolnicar	IAG Member

With

Alexia Avezou	Travalyst Secretariat
Birka Valentin	Travalyst Secretariat
Julie Cheetham	Travalyst Secretariat
Polly Lomas	Travalyst Secretariat

IAG meeting minutes, 15 October 2024

1. Chair's Introduction

- 1.1. The Chair welcomed Julie Cheetham, new Travalyst COO, to the meeting.

2. Strategic Partnerships

- 2.1. The Secretariat updated the IAG on Travalyst's strategic partnerships.
- 2.2. IAG Members advised the Secretariat on key risks, including the under-representation of smaller accommodation partners and those in the automotive and rail industries, and the need to ensure a systematic approach to partner identification, mapping and engagement.

3. Key Updates

- 3.1. The Secretariat updated the IAG on the recent acquisition of Weeva (hospitality sustainability management and reporting software), the adoption of the Travel Impact Model (TIM) within and outside the Travalyst Coalition, and key outcomes from recent communications activities.

4. AOB

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