



Meeting of the Travalyst Independent Advisory Group (IAG) 28th of April 2026

Items of business

1. Welcome & Q1 Recap [5"]
2. CEO Reflections then Q&A [25"]
3. [Discussion] IAG Reimagined: Walk through the outcomes & next steps of the IAG Governance Evolution [25"]
4. AOB [5"]

Attendees

Pat Dwyer	IAG Chair
Paul Peeters	IAG Member
Susan Becken	IAG Member

With

Julie Cheetham	Travalyst CEO
Polly Lomas	Travalyst Secretariat

IAG meeting minutes, 28th of April 2026

1. Welcome & Chair Remarks

1.1. The meeting, introduced by IAG Chair, focused on updates from the CEO and finalising the Independent Advisory Group (IAG) ways of working.

2. Q1 and Q2 updates

2.2. Top updates were shared, including the Certifications Initiative, work on data set expansion for the Data Hub, Travalyst's participation in Tourism Day in Brussels, and takeaways from recent events and conversations with potential partners.

3. Data Hub: Accommodation v1

3.1. The CEO shared recent progress on the Data Hub, top priorities as well as current challenges and potential workarounds.

4. IAG governance

4.1. The IAG discussed its core role as stewarding impact and its independence as secured by its mandate to act as a critical, evidence-based friend. IAG members' remuneration and future expansion were also discussed as well as upcoming requests from the Travalyst Secretariat.