



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

Items of business

1. Welcome & Chair Remarks [20"]
2. Recap from last meeting: Travalyst's 2026 Priorities & Reset Tourism Fund [10"]
3. Discussion: Destinations Discovery [45"]
4. Key Updates [15"]
5. AOB

Attendees

Pat Dwyer	IAG Chair
Jeremy Smith	IAG Member
Sara Dolnicar	IAG Member
Xavier Font	IAG Member
Paul Peeters	IAG Member
Susan Becken	IAG Member

With

Gianni Marostica	Travalyst Board
Polly Lomas	Travalyst Secretariat
Asia Galecka	Travalyst Secretariat

IAG meeting minutes, 28th of January 2026

1. Welcome & Chair Remarks

1.1. The meeting, initiated by the IAG Chair, involved a dialogue with the Board Chair about the organisation's priorities.

2. Recap from last meeting: Travalyst's 2026 Priorities & Reset Tourism Fund

2.1 The IAG discussed the need to reassess the Independent Advisory Group (IAG) structure to better serve the secretariat's priorities, with a focus on protecting the IAG's independence and measuring impact proactively.

3. Discussion: Destinations Discovery

3.1 The Secretariat presented three opportunities for destination work.

3.2 The IAG raised the topic of scale and stakeholder capacity, as well as discussing pre-existing destination sustainability projects.