

AITO, the Specialist Travel Association, is delighted to welcome two new team members – Christina Brazier and Emma Taylor



L-R: Christina Brazier, Head of Industry Affairs; Emma Taylor, Head of Membership

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This week saw AITO (www.aito.com) introducing two new recruits to members to a warm welcome at its Annual General Meeting.

Christina Brazier joins the team at AITO as Head of Industry Affairs – a new role within the organisation.

Christina's experience spans over 20 years in the travel industry, having started as a graduate trainee with the CAA. She spent 15 years working on ATOL issues, and, while her role spanned several business areas, it culminated in a senior management position where she was responsible for licensing, crisis management and ATOL policy.

In 2018, Christina joined the TTC Group as Operations Director of its in-house insurance broker, The Travel Vault, providing financial protection solutions to travel businesses. Her role expanded to helping TTC clients with their regulatory compliance as well as overseeing the operation of several trust accounts. Christina's time at TTC gave her a deeper insight into the travel industry and a new-found respect for business owners and the endless hurdles they face when running a travel business.

On joining the team at AITO, Christina commented: *"I have worked with AITO for many years and have been so impressed by the members' passion for their products, destinations, and for continuously delivering the highest levels of customer service. Everyone has always been so friendly and welcoming, so I jumped at the chance to become part of the association."*

"AITO has provided valuable support to its members for nearly 50 years, so I have big shoes to fill. I can't wait to get to know the members better, and to ensure that they are well represented in the upcoming regulatory changes for the travel sector. I am also excited to be part of AITO's growth plans and to work with the AITO team to maintain its strength for the future."

Alongside Christina, Emma Taylor also joins the team at AITO as Head of Membership.

Emma has worked in the travel industry for over 26 years, starting straight from college, having studied Leisure & Tourism. Originally aspiring to a career in hotel management, Emma found herself in the cruise sector early in her career and fell in love with the dynamic nature of the travel industry.

Commenting on her new role, Emma says: *“Having worked with AITO as a member and as an affiliate, I align closely with its objectives to support SME businesses. The association is sometimes misunderstood within the wider travel industry; I want to explore the opportunities with businesses who have yet to understand the benefits AITO can bring to their business – and ultimately to ensure that AITO is an association that businesses aspire to be part of.”*

“AITO’s commitment to quality, sustainability, and customer satisfaction resonates with me deeply. The opportunity for networking and collaboration is unique, and hugely valuable to AITO members.”

Emma hopes to grow the membership in line with AITO’s five-year plan, while also ensuring that existing members feel valued, and actively participate in the work of the association.

Says Martyn Sumners, AITO’s Executive Director: *“We are delighted to welcome both Christina and Emma to the team. Their considerable experience in the travel industry will doubtless be extremely valuable to AITO; we look forward to taking big strides forward on behalf of SME AITO members with our new team onboard. Christina and Emma join recent recruit, Marketing Communications Manager, Amy Waller, and our long-term key team members, Yvonne Kinder who heads up Partnerships, Events and AITO Specialist Travel Agents, Pam Hersey our Accounts & Office Manager, and me.”*

Ends

Press: For further information on AITO, please see www.aito.com or contact Travel PR on 020 8891 4440. Alternatively, email Gemma Minto (g.minto@travelpr.co.uk) or Sue Ockwell (s.ockwell@travelpr.co.uk).