

AWARDS FOR EXCELLENCE 2023

Members' Choice Award

JAMES AITKEN, CASHEL TRAVEL



I would like to nominate James Aitken for the Members Choice award for the following reasons:

1. Leadership and Vision. James has been running Cashel successfully since the beginning and the company is growing all the time. He inspires and guides all members of staff on a daily basis.
 2. Positive impact. James ensures that staff is happy where they are and also gives them full flexibility in terms of working from home, social events and more.
 3. Innovation. James introduced Tripcreator to the members of the team and the system is so visually attractive that conversion rates are a lot higher due to the system. He is very much ahead of the times when it comes to business development.
 4. Dedication and commitment. James is reachable all the time and is always there for ANY member of staff, regardless of the position they hold.
 5. Mentorship. James joined forces – or should I say Tiernan Travel joined forces with James – and he has been a great mentor for our growth and success. James guides me frequently on how to run a successful business.
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DARYL BENNETT, GO CITY



I would like to nominate Daryl Bennett. Working with Daryl over the past three years day-to-day, you see why people value him so highly. He has always been such a key industry character from his time at the Royal Albert Hall and Kew Gardens, but since working with him day to day you really see how instrumental and passionate he is about this industry.

I always had a great relationship and enjoyed working with him when I was on the other side (attraction) and negotiating with him for the London Pass - but working with him daily as a colleague - you truly see the true value of him as a person and as an industry advocate.

Daryl constantly and consistently goes above and beyond for the people he works with or works for - I am lucky enough to see this demonstrated on a daily basis with his approach to working with his attraction partners, internal stakeholders at Go City and also key industry people. He is obviously no stranger to UKinbound, having served on the Board - bringing ideas and knowledge to the table.

He is a huge advocate for the industry - for London and Dublin especially, but the whole industry - his passion and drive are something to be envied and not something easily replicated.

He is a true asset to not only Go City, but the industry as a whole, providing insight and making key decisions when needed but always doing this with professionalism and a smile on his face and also being a massive support to both his colleagues and clients, offering advice and guidance when needed.

He has worked across the industry over his career, growing and maintaining relationships throughout - all whilst flying the biggest flag for the industry!

Aside from all this, he is a truly great person and is an example in his field and I can think of no one more deserving of this award.

OLLIE BURTON, LONDON TRANSPORT MUSEUM



I would like to nominate Ollie Burton from Hidden London, he's always such a pleasure to spend time with and good at connecting people. Ollie is quite unassuming and incredibly humble when it comes to his achievements and what he delivers for Hidden London and his team.

I've spent time with Ollie at many events and people instantly warm to his calm and collected personality. You can see his thoughts whirring as people around him chat, thinking about new opportunities, bringing people together and how the industry succeeds as a collective.

I saw Ollie speak at an event, telling the story of the Transport Museum and he had the audience engrossed. The work he's championed which led to the Channel 5 show, despite him not being the face of it was outstanding – and further enforces his humble 'behind the scenes' nature.

I'd love to see Ollie bring his personality to more speaker opportunities and industry panels because I think his breadth of knowledge is sometimes as hidden as the Hidden London tours!

On a personal note, he's always been hugely supportive of me – and when I've been speaking at an event, he's been there in the front row, smiling, encouraging, taking those all-important photos for LinkedIn! He's someone who is not only a pleasure to be around but always brings as much value as he can to the conversation. I think that deserves recognition.

I love that Ollie really has no idea that he's so respected and admired!

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