



SCOTT PAWLEY

Scott Pawley is Managing Director of Global Travel Management. He tells *TBTM* about the TMC and airs his views on the wider industry

Q You recently received an Outstanding Achievement Award from the Advantage Travel Partnership. Tell us how this came about.

I launched Global Travel Management (GTM) 20 years ago with my wife Natalie and we have gone from 'zero to hero'. I've always ensured that through our membership of the Advantage Focus Group we have stayed at the forefront of technological developments. When my tenure as Chairman of the Focus Group Tech Panel came to an end in January 2016 I was asked to stay on for a further year. I have shared many cutting-edge initiatives GTM has developed with industry peers for free, which has led to millions of pounds in savings.

Q How does GTM – and its clients – benefit from being a part of Advantage?

Advantage is the largest national consortium of independent travel companies in the UK. By supporting each other we are able to hold our own against the international giants. What we may lack in corporate might and financial resources we make up for by using industry-leading technology and maximising our flexibility.

Q Tell us more about Focus Partnership and your role within it.

GTM is a part of the Focus Group within Advantage, which represents 69 UK TMCs. As Chairman of the Tech Panel I have been ideally placed to introduce a number of initiatives, testing them at GTM and then passing them on to members of the group for free. This has included Fare Finder Tool software, which I invented, and has enabled members to achieve over £1million of air savings for the group's members year on year.

OUT OF THE OFFICE

"I have a lot of fun training three or four times a week with a local bootcamp, Scorpion Training. And I love nothing better than going for a bike ride – and then there's always golf!"



Q What sort of businesses is the GTM clientbase comprised of?

Our client portfolio is a mix of around 400 SMEs from a wide variety of sectors. Of these, 50% are based outside the UK. They range in size and include brewing, the entertainment industry, IT, finance, oil and gas to precious metals and minerals.

Q Would you say you're more of a tech or service-led TMC – or can you be both at the same time?

Without doubt you have to be both these days. You need the tech side to make sure you're getting to the market faster but the human interaction is really important to us. We have to understand our customers to know what services are important. We prefer to offer them everything initially and see how they work but it's not a one-size-fits-all approach. So we give them what they want, track their activity and review it as our relationship evolves to make sure we are still giving them what's right for them.

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Q What will be the biggest challenges for the TMC community in 2018?

Airline content and distribution is going to be our biggest challenge in 2018. More airlines are providing content through IATA's NDC standard and are adding surcharges to bookings made via GDS channels. TMCs are going to find it harder to find the best price now as it's no longer a one-stop shop. They are going to have to go through every airline's NDC channel as well as the traditional GDS route.

Q GTM is celebrating its 20th anniversary this year. How would you describe the journey so far?

The highs have definitely been that as a company we've grown to have 30 employees. We are doing well in our market and we are constantly adapting. We've had to weather two recessions. That was challenging but we got through them and came out stronger because we diversified and looked abroad for business and to emerging markets.

Q Finally, any developments at GTM we should be keeping an eye out for in 2018?

It's a combination of evolution and revolution: we expect to see organic growth and are actively looking at acquisitions. At the same time we are always looking at developing new tools and ideas to make our industry more effective. After the success of our 20th anniversary beer, Globe Trotter, we may consider bringing out other real ale labels with Thurston's Brewery!