



### **Peter Dennis - Biography**

Peter began his travel industry career 30 years ago as Southern area Sales Manager with Fred Olsen cruise lines and commenced his hotel career over 26 years ago with the former Norfolk Capital Hotels Group as Area Sales & Marketing Director looking after six prestigious country house hotels in the UK.

In 1991 He joined Marriott International as Director of Agency Sales EMEA; responsible for corporate travel agency sales throughout Europe, the Middle East & Africa and in 1993 was promoted to the position of Interactive Sales & Marketing Director where he was responsible for Global Distribution System (GDS) connectivity and development of the Marriott.com Internet project throughout Europe, the Middle East, Africa and Asia.

In April 1998 Peter decided to leave Marriott to establish his own company called “Time Communications Group” specialising in electronic distribution and yield and revenue management within the leisure and hospitality sector utilising new Internet and E-Commerce distribution technologies. Since 2005 Peter has held a number of senior positions within the travel industry, including; Head of Corporate Travel Sales for Worldspan in EMEA and as e-Commerce Development Director for BSI (Booking Services International). Today Peter has a number of business interests in addition to that of being the President of Time Communications Group and holds a number of Non-Executive Directorships.

Over the course of his career, Peter has had many dealings with Corporate Travel Managers, Travel Agents, Travel Suppliers, Tour Operators and Destination Management Organisations worldwide. He is seen by many as a notable specialist in the developing world of Global Distribution Systems and the Internet, and the very important part that modern technologies are playing in the world of global communications and electronic distribution. He is a regular keynote speaker at international conferences and a popular chair/moderator at various travel related forums and events both in Europe and the United States. He has also been interviewed on international television and radio on a number of occasions.

Peter was one of the original founders of the Europe, Middle East and Africa Chapter of the HEDNA organisation (Hotel Electronic Distribution Network Association). He was also chairman of T.I.D.S (Travel Industry Designator Service) IATA’s non-air working group for two years and a board member of IFITT (The International Federation of Information Technology in Tourism) for five years.

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