

**ANNA POLLOCK**  
**CEO, DESTiCORP Limited**

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***Education:***

First Class Honours Degree, Geography, Joint School - London School of Economics and King's College, London University, London, UK, 1971

Commonwealth scholar, postgraduate studies at Canterbury University, Christchurch, New Zealand

***Professional History:***

1999 to present	CEO of DestiCorp Ltd, an e-commerce consultancy and solutions provider
1997 to 1999	Managing Director, The Pembridge Group, Stratford-upon-Avon
1992 to 1997	Principal, The Strategy Group, Pembridge, UK
1987 to 1992	Principal and Senior Consultant, Tourism Research Group, Vancouver, B.C.
1985 to 1986:	Executive Director, Tourism Industry Association of British Columbia, B.C.
1985 to 1986	Senior Consultant, Laventhol and Horwath, Vancouver, B.C.
1976 to 1981	Owner/Manager, Editing Service Bureau, Vancouver, B.C.
1972 to 1976	Travel Research Program Manager, B.C. Research, Vancouver, B.C.
1972	Research Officer, English Tourist Board

***Areas of Special Competence and Skill:***

- E-commerce oriented strategy and business plans for commercial ventures (identification of e-business opportunities, solutions and new revenue streams appropriate to the business);
- New business development and feasibility analysis (market research, service and product development, implementation planning) and business writing and reporting
- Analysis and interpretation of technological and consumer trends.
- Strategic planning and policy development, e-commerce as applied to destination management and marketing
- Entrepreneurial and business management skills (started and run three businesses)
- Excellent leadership, communication and presentation skills (industry communicator, advocate, visionary, mentor)

***Awards:***

1999: ***Visionary of the Year*** Award from Tourism Industry Association of British Columbia for contribution to tourism in Western Canada.

***Selected Clients:***

World Travel and Tourism Council, European Commission, Pacific Rim Institute of Tourism, Pacific Asia Tourism Association, Canadian Tourism Commission, Price Waterhouse, HEDNA, Golden Tulip Hotels Worldwide, Ministries of Tourism in British Columbia, Alberta, Saskatchewan, Nova Scotia; Scottish Tourist Board, Edinburgh & Lothian Tourist Board, Marketing Manchester, European Commission DGXXIII, Shakespeare Country, Hampshire County Council, Sussex Live!, Kent County Council, Rocky Mountaineer Railtours, Jersey Tourism, Bowstreet.

***Summary of Experience in IT and E-Commerce Relating to Tourism***

Mrs. Pollock commenced work in the IT arena as early as 1989 with completion of a comprehensive ***Overview of Tourism and Information Technology in Western Canada*** for the Ministry of Western Economic Diversification.

In 1992, Ms. Pollock was commissioned by the Ministry of Tourism in British Columbia to prepare a feasibility assessment and business plan for ***Discover British Columbia***, the province's first computerized booking system utilizing a central call centre and booking engine. She also developed the first user specification for a comprehensive database of tourism products that was used to support a network of visitor information centres throughout the province.

This work led to her being commissioned by the ***Canadian Tourism Commission and the Pacific Asia Tourism Association (PATA)*** to design and deliver a major international conference on the subject in Vancouver in 1993.

In 1993, Ms. Pollock returned to live and work in the UK and focus on her interests in information technology as applied to tourism marketing and management. One of her first clients was Leisureplan, that later became ***Leisureplanet***, who retained her to develop their initial business plan that resulted in their early funding.

Between 1993 and 1996, Ms. Pollock worked with the ***Scottish Tourist Board*** and the ***Edinburgh & Lothian Tourist Board*** developing an innovative strategy for the deployment of information technologies to the management and marketing of tourism destinations that was summarized as an "Intelligent Destination Management System". Her work for STB resulted in a comprehensive IT Implementation Plan for Scotland's Tourism Industry (***Planning for a Digital Economy, 1996***) that brought unanimous support from the Area Tourist Boards, supported major funding applications and provided the conceptual framework for Project Ossian, Scotland's first comprehensive Destination Management System.

In 1997, Ms. Pollock co-founded **The Pembridge Group**, a software company developing an Intelligent Destination Management System for use by local authority tourism departments and tourist boards. During her period as Director of The Pembridge Group, she contributed to sales of over £1.2 million, authored a number of IT strategies and funding applications for destination clients including Marketing Manchester, Herefordshire and Shropshire, Surrey Tourism, Wiltshire C.C.; secured funding offers in excess of £500,000 for the company; and oversaw the installation of innovative solutions for Shakespeare Country, Wales (*Project Ffynon*), Devon, Cornwall, Hampshire, Sussex, Dublin and Iceland. The work pioneered by The Pembridge Group and based on Pollock's original model was cited as 'best practice' in the national Government's first tourism strategy document *Tomorrow's Tourism* in 1999.

During this period, Ms. Pollock was also retained as an advisor to the EU and made a direct and substantial contribution to the **Tourism and Telematics component of the 5<sup>th</sup> Framework Policy Unit**.

Indicative of her contribution to this field is the number of papers and presentations Ms. Pollock has published on the subject of Destination Management Systems. These papers have informed thinking within the tourism community both in Europe, Pacific Asia and North America.

*Papers include:*

**Creating Intelligent Destinations for Wired Consumers: A Conceptual Framework and Its Scottish Application** published in the Travel and Tourism Research Association 28<sup>th</sup> Conference Proceedings, pp 243-270; and Information and Communication Technology in Tourism, ENTER 97 Conference Proceedings (pp 235-247);

**New Technologies as help for Integrated Quality Management** published in European Tourism Forum, Conference Proceedings (pp 78-87), Vienna Austria, 1-3 July.

**Marketing Destinations in a Digital World, Insights**, A149-158, journal published by the British Tourist Authority.

**Destination Management Systems, A Tool for Growth**, October 1998, Madeira Tehnopolis.

**Marketing Rural Destinations in a Digital Economy: a Conceptual Model and Practical Case Studies**. Practices and Developments in Information Technology in Rural Tourism, Holland, 1999.

**Marketing Destinations in a Digital World, Society of Public Information Networks** (SPIN) annual conference, Birmingham, 1999.

**Intelligent Destination Management Systems, the makings of a nervous system for Tourism** presented to Ciset conference, Vienna, 1999 and published in TURIZAM, Vol 47, No 3, 1999, 185-280.

***Building a Tourism Business Web***, presentation to the Hotel Electronic Distribution Network Association (HEDNA) annual conference in Dubai, 2000

***E-commerce, opportunities and issues affecting Small Medium-Sized Enterprises in Hospitality*** presented to the annual IHRA Conference, London, November 2000

***From e-Commerce to c-Commerce: who will be the fittest in 2000+?*** Presented to Access Conferences, Distribution Strategies for the Travel Industry, Nice, 2001.

***2001: Launching Hospitality Enterprises into Cybersphere*** into presented to Eurhotec, IHRA Conference, February 2001, Paris

***Around the World in 90 Minutes: the view from out there!*** presented to Global HEDNA, Fort Lauderdale, April, 2001

***DMO's: a Way Forward*** presented at Eye for Travel Conference, Amsterdam, October, 2001.

***Forces, Enablers and Principles of Change***, to be presented at the Bermuda National Tourism Conference, November, 2001

Ms. Pollock is currently CEO of **DestiCorp Limited** a company which specializes in providing strategic e-business solutions to the global hospitality and tourism industry.