

Tom Jenkins

European Tour Operators Association (ETOA)

Tom Jenkins is the Executive Director of the European Tour Operators Association (ETOA), which represents tour operators and their suppliers at European level. It promotes greater awareness of the benefits provided by the group travel industry and influences European tourism policy and legislation.

Under Tom's stewardship, ETOA's scope of activities have broadened considerably, close relationships have been built with numerous legislators and other trade bodies and membership has more than doubled to the point where the Association now represents the interest of 8 million inbound tourists.

He has been responsible for championing tourist access to historic cities, for initiating a Europe-wide coach safety code and for leading a campaign that successfully blocked changes to EU VAT legislation that would have jeopardised 5,000 tourism jobs in Europe.

Tom is a 'Tourism Expert', often called upon by a variety of media including GM TV, BBC TV, CNN, CNBC & Radios 4 & 5.

Before taking the reins at ETOA, Tom held a number of management positions at American Express, ultimately being responsible for all aspects of the company's inbound leisure travel for scheduled tours, independent vacations and customised itineraries. There, he launched a fully integrated computerised booking system, he developed the first interactive CD-Rom brochure and he managed a corps of 350 tour managers operating throughout Europe.

Prior to joining American Express, Tom was a Director of Equinox Travel and before that he spent 5 years as a tour manager working for American Express and Thomas Cook.

Tom graduated from Bristol University with a BA in English & History. Following this he embarked on two years post-graduate research at London University's Courtauld Institute. He is married with two children.