

# HSMAI Profile: John Power

**John Power**  
**VP of EMEA Sales**  
**Travel Tripper**

Travel Tripper have become a valued partner of HSMAI Region Europe. Together we will put more focus on the independent hotels in Europe. You will meet John from Travel Tripper in [Barcelona](#), [Madrid](#), [London](#) and [Dublin](#) for our Roadshow.

**Q:** What does a day at work consist of for you?

**A:** As the VP of Sales in the EMEA region, I am responsible for overseeing the growth and success of Travel Tripper here in Europe, where we are a relatively new company. One of the most exciting aspects of my job is that no 2 days are ever the same. Online demos, meetings, calls and contract negotiations are part of everyday life as well as working alongside and supporting my sales team. I also work closely with our marketing team to ensure we are getting our branding correct, attending the right shows, and growing our name recognition in Europe.

**Q:** What's the best part of your job?

**A:** Traveling with work is amazing, but being able to educate hoteliers and sell technology to different regions is a huge undertaking. Learning about the selling cultures and business models of different countries is incredible rewarding , both for Travel Tripper and myself.

**Q:** Do you have anyone you've looked up to?

**A:** In business, I have always looked at Ryanair's CEO Micheal O'Leary as someone to look up to. Micheal has transformed Ryanair into one of the most profitable budget airlines in the

world, and has forced the aviation industry to rethink its business models for the 21st century. I may not agree with all his methods, but maybe this is why he is the billionaire.

**Q:** Do you have any nice traditions at your office?

**A:** Having an office full of salespeople brings plenty of competition. We have weekly competition evenings. We are very lucky to have a table tennis in the office with leads to many broken hearts as well as bruised egos. We also have our sales leader board and bell for new clients that are signed.

**Q:** How long have you been a member of HSMIAI?

**A:** As Travel Tripper is new to Europe, we are new members to HSMIAI. However, I have been involved with the HSMIAI for many years with several different companies.

**Q:** What do you think is the best thing about HSMIAI?

**A:** It is so important that we have organisations like HSMIAI to bring this sector together and share our thoughts and knowledge in as many regions as possible.

**Q:** Are there any activities or projects you think HSMIAI should start up?

**A:** We would like to see stronger involvement with independent hotels in Europe, as they are the lifeblood of the hospitality industry here. The smaller properties often don't have the same access to resources and useful information as the bigger brands and groups do. Having educational activities that targets this particular group is important.

**Q:** Describe your perfect weekend.

**A:** I am a total outdoor junkie, so if I'm not taking part in triathlons or going on Sunday morning cycling trips, I'm probably windsurfing or taking part in some sort of water based activity. After both I love to socialise with family and

friends.

**Q:** If you were trapped on a desert island, what would you take with you, if you could choose one thing?

**A:** My surfboard.

**Q:** What is the title of the book about your life?

**A:** Can't stop, won't stop!

**Q:** What is your next travel destination?

**A:** Tarifa in Spain. Its actually the most southern point of Spain. I've been going to Tarifa for over 25 years, it's amazing. One of the best places in the world to windsurf.

**Q:** Do you have any special hobbies?

**A:** Water sports such as windsurfing, standup paddle boarding, and surfing. If the waves aren't great I love cycling and running.

**Q:** Thank you for your time. Do you have any personal comments?

**A:** The hospitality sector is constantly evolving and as such, we need as many events and platforms to share our knowledge as possible. The HSMIAI has a very important role within this sector, bringing both its members and vendors together so we can listen and learn from each others' experiences.