



TITLE OF POSITION: Head of Travel & Tourism

REPORTS TO: Account Director & Office Lead / dotted line to Group Event Delivery Director

OFFICE LOCATION: Sydney, Australia

ROLE OVERVIEW

The Head of Travel and Tourism is responsible for developing and implementing the strategic vision for travel and tourism programmes supporting the key events of STH Group within Australia. This role will work closely with internal teams, external partners and Official Travel Agents and tourism bodies, ensuring regulatory compliance and exceptional customer service through the successful delivery of memorable travel experiences to global sporting fans. The role requires a strategic focus on creating innovative and profitable travel packages, driving customer engagement, and overseeing the execution of these programmes.

MAIN ACCOUNTABILITIES

- **Strategy Development:** Create and implement the overall strategy for travel and tourism programmes across key global sports tournaments in Australia, aligning with business objectives and customer needs to drive sales and enhance the fan experience.
- **Operational Delivery:** Oversee the end-to-end delivery of travel and tour programmes, ensuring compliance with relevant regulations and maintaining the highest standards of operational efficiency.
- **Travel Experience Procurement:** Identify, procure, and design innovative, profitable travel packages that resonate with global sports fans. Develop comprehensive travel experiences, both direct-to-consumer and for sale through OTAs, ensuring seamless end-to-end packages that meet customer expectations and drive demand.
- **Manage Official Travel Agents (OTAs):** Lead the identification, contracting, and management of official travel agents, ensuring that partnerships align with business objectives and enhance sales opportunities while maintaining high standards of service and brand integrity.
- **Customer Journey Management:** Design and manage the customer journey, from pre-departure communications to post-event feedback, ensuring a seamless and exceptional travel experience.
- **Procurement and Inventory Management:** Implement effective procurement strategies to secure the best deals on hotels, travel, merchandise, and experiences, maximizing profitability and minimizing financial risk.
- **Budget and Risk Management:** Develop and manage budgets for travel programmes, implementing robust financial controls to mitigate risk and ensure profitability.
- **Customer Feedback and Satisfaction:** Take ownership of customer satisfaction for all travel fans, actively gathering feedback to work with the Customer Relations team in implementing improvements to enhance future travel experiences.
- **Staff Recruitment and Training:** Develop and execute a recruitment and training plan for short-term travel support event roles, ensuring the team is well-prepared to deliver world-class service.
- **Tourism and Government Collaboration:** Build and manage strong relationships with tourism bodies, host cities, state, and national governments to ensure seamless collaboration and support for travel and tour operations. Secure alignment with regional tourism strategies to enhance travel programmes and drive mutual success.

KEY EXPERIENCE

- **International Travel Event Experience:** Proven track record in developing and delivering innovative travel packages for international audiences, particularly in sports tourism.
- **Project Management:** Strong project management skills with experience in end-to-end event delivery and financial management.
- **Customer Focussed Collaboration:** Expertise in working with cross-functional teams to ensure seamless service delivery and customer satisfaction.

DESIREABLE COMPETENCIES

- **Strategic Thinker:** Ability to plan and execute strategies that align with business objectives, while remaining adaptable to changing

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priorities and environments.

- **Leadership:** Strong leadership skills with the ability to inspire, motivate, and develop teams, fostering a positive and collaborative working environment.
- **Customer-Centric:** A strong focus on delivering exceptional customer experiences, with a passion for understanding customer needs and exceeding expectations.
- **Detail-Oriented:** Rigorous attention to detail, ensuring high standards in service delivery, operational efficiency, and financial management.

WHO WE ARE

[STH Group](#) is a [Sodexo Live!](#) company, with offices in London, Auckland and Melbourne, enabling a truly global reach and service offering.

Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to leave sports fans knowing they have just been part of an experience of a lifetime

At STH, you **belong to something greater**; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive. Through joining STH, you will be part of an inclusive and driven culture, that focuses on collective success and empowerment; we thrive of making the memorable, unforgettable for thousands of global sporting fans. We champion the ethos of the sports teams we represent and ensure our culture is one that is opportunity driven, both for the customers we serve – and the people who make them possible!

WHAT WE STAND FOR

STH Group identify the below values as fundamental commitments for every member of our team. Like the athletes we admire and connect with fans, we use these as our guiding compass in everything that we do, which supports a “one-team” mentality, culture-code and aligned directive.

- **Service Spirit:** We are customer obsessed, encouraging our teams to anticipate expectations and take pride in all services they deliver.
- **Spirit of Progress:** We strive to be trailblazers, we seek continuous improvement and innovation in everything that we do.
- **Team Spirit:** We thrive on winning together, delivering exceptional outcomes for our customers, employees, partners and the communities in which we operate.

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Registered office: One Southampton Row, London, United Kingdom WC1B 5HA
Company number: 07322743

