

# Our very own guide to culture and life at ITC

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Culture Deck

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# So why this?



Looking to the future and uniting as a group, we want to clearly tell the story of who we are, what we're here to do, and what we value.

This is a living, breathing document – and like everything and everyone at ITC, it will always be evolving and improving.



*“Culture happens – so why  
not create a culture that we love.”*



# Culture

[www.itc-uk.com](http://www.itc-uk.com)

# Culture

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## What is the meaning of 'company culture'?

At its core, company culture is how things get done around the workplace. It's who we are and who we aspire to be. A set of shared beliefs, values and practices.

## Why does a good company culture matter?

It helps us all do our best work, attract amazing people, makes people want to come to work everyday and makes us stronger than our competitors.



*“When you are surrounded by  
people who share a  
passionate commitment  
around a common purpose,  
anything is possible.”*

Howard Schultz, Starbucks

# Purpose



# Purpose

We create personalised travel experiences that enrich our clients' lives

# Purpose Stories

## What are they?

**Everyone at ITC has a Purpose Story.**

Purpose Stories encourage colleagues to:

- Explore and define their positive impact
- Realise how they help ITC achieve its purpose
- Become more self-aware of their impact on the organisation and their teams
- Better understand each other

By doing this exercise colleagues can:

- Really see their value
- Be recognised for what they do
- See the value of others more clearly
- Better understand our company culture and feel part of the ITC Family





*"For me, travel, exploration  
and freedom are an innate  
part of human nature."*

Phil Aird-Mash

*Chairman*



# Vision

[www.itc-uk.com](http://www.itc-uk.com)



## Our vision

To be the UK's leading travel group – creating the best place to work, the best customer experiences, and achieving the best financial results in our history.

# Our Vision

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## Best Place to Work

We won't stop until we are recognised externally as a great place to work, and we have the highest 'colleague engagement scores' in the travel industry.

## Best Customer Experience

Our 'Why' is the client. We are relentless in making sure our clients feel personally listened to, inspired to explore, trust our expertise and feel confident in our ability to deliver an experience above and beyond their expectations.

## Best Financial Results

While we are driven by our purpose, we know that great organisations are financially strong and profitable. We prioritise and enjoy our financial strength, as it enables us to invest in our future.





"My family purchased Calabash in 1987 and soon after I met ITC's founder, Drew Foster, and we quickly forged a successful business partnership that went from strength to strength and still thrives to this day.

Drew and I became close friends over a great many years and shared lots of good times together, including his 60th birthday week in Grenada. The whole team at ITC have carried on Drew's legacy and it has been a delight working together over many decades."

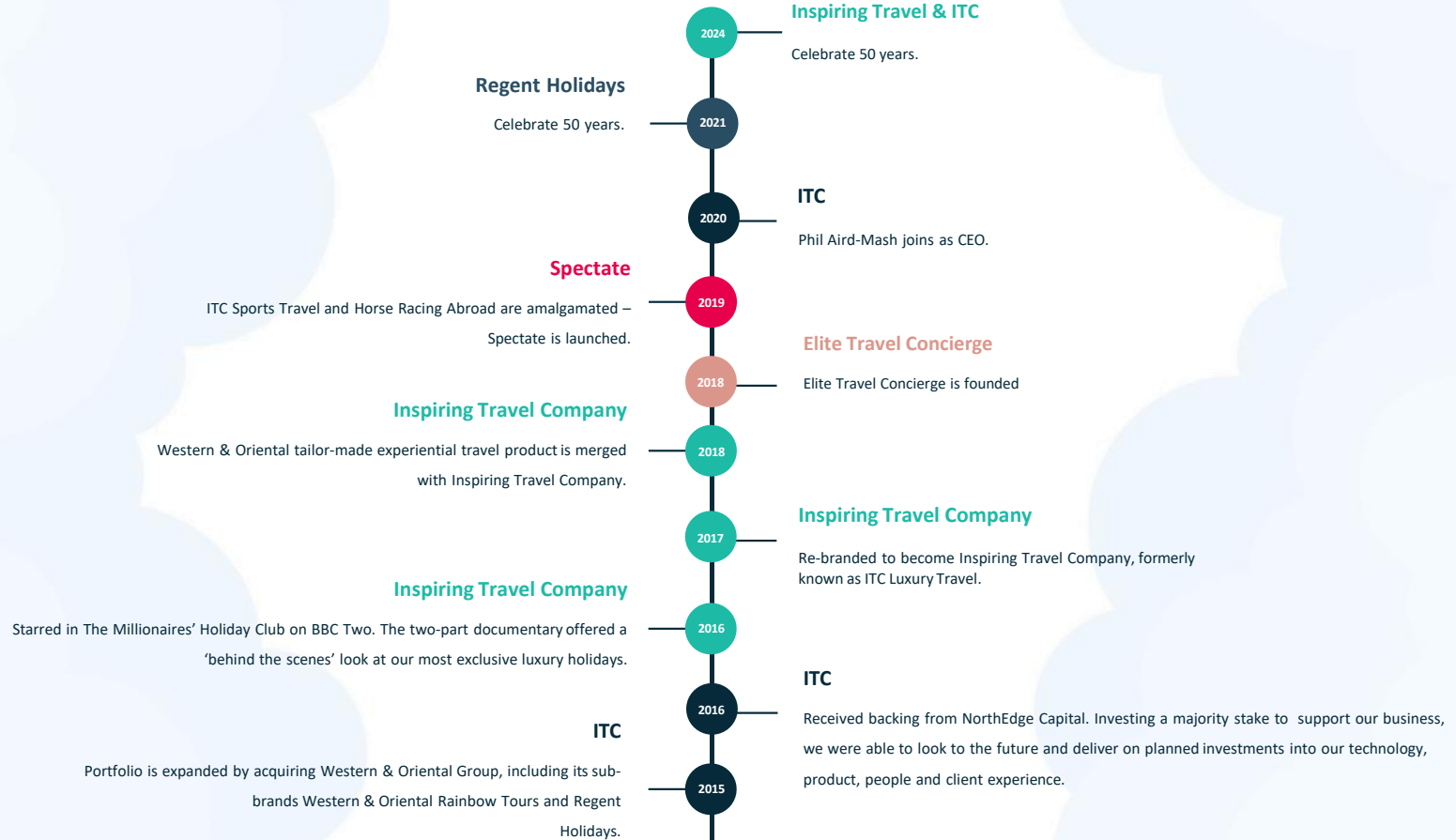
Leo Garbutt, Calabash Grenada



# Group Heritage

[www.itc-uk.com](http://www.itc-uk.com)

# Our History



Horse Racing Abroad is acquired, a specialist horse racing tour operator for the racing enthusiast.

2008

Sub-brand Chairman's Club is created for premier clients and re-launched as Private Client's in 2019.

2007

### Deva Travel

ITC acquire Deva Travel, a travel agency based on the high street in the heart of Chester city centre..

2005

### Rainbow Tours

Established by Roger Diski, the company was born from one man's deep love of Africa and passion for responsible travel.

1997

1989

ITC Sports Travel is born, a unique offering in the market that took clients to see major live sports events in unrivalled style.

The former known brand, ITC Classics, (which was later re-branded as Inspiring Travel Company) was one of the first tour operators to charter a flight on Concorde.

1988

Caribbean Connection is founded by Drew Foster in Chester, thanks to Drew's love of Barbados. Evolving into ITC Classics, the company later started offering luxury holidays across the globe.

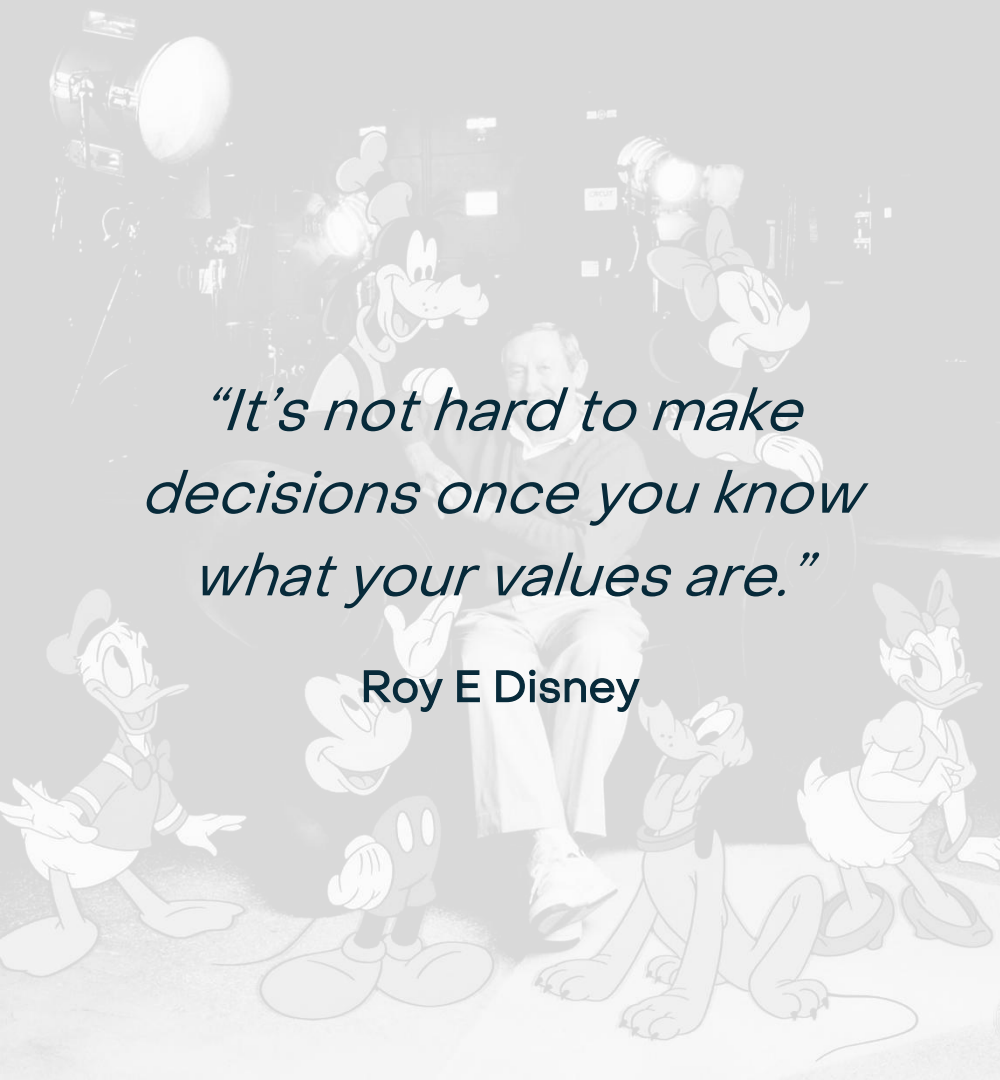
1974

### Regent Holidays

Regent is formed by Noel Cairns in a small office on the Isle of Wight.  
Regent becomes the first UK operator to offer tours to the People's Socialist Republic of Albania.

1970





*"It's not hard to make  
decisions once you know  
what your values are."*

**Roy E Disney**



# The ITC Way

[www.itc-uk.com](http://www.itc-uk.com)



# The ITC Way

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Most companies have core values that are often expressed as nouns on their walls – we've even had these in the past. The ITC way is different because we describe the actual behaviours, to make sure we fulfil our purpose and achieve our vision.

The ITC Way captures the essential principles we use to guide our behaviour, decision making and actions. They are so important to us that we reward and promote our people who embody them. We won't tolerate those who don't.



**Brave & Ambitious**



**Take Ownership  
& Unite to Win**



**Passionate & Caring**



**Curious &  
Forward Thinking**



# Brave & Ambitious

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- ✓ We show ambition by always aiming high.
- ✓ We work hard to make a difference every day and strive to be the best that we can be.
- ✓ We have the courage to fail in order to succeed and recognise that this is how we grow.
- ✓ We think and act differently and find solutions where others may see problems.
- ✓ We challenge the norm and do what is right and not just what is easy.
- ✓ We say what we think when it's in our company's best interest, even when it's uncomfortable.





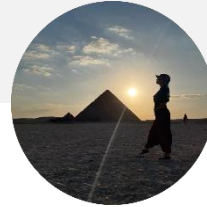
# Brave & Ambitious



Given recent changes in regs with regards to sharing reels on Insta, **Alex** elected to present a live stream workshop with partners to help them navigate these changes and get the most out of their Insta marketing using ITC content. In true collaborative fashion, Gary managed the registration process and anchored the session. It was our largest ever live stream.



**Denise** pushed herself out of her comfort zone by taking part in a TTNG "How to Sell Expert Panel", featuring as one of a panel of four as the Cruise Expert. It was the first time she'd done something like this and she did brilliantly, with lots of positive feedback and some great connections made with travel agents attending the event.



**Kely** helped me translate with a Spanish tour company – using her bilingual skills she called the tour company to help me get my point across this prevented what could have been an unpleasant experience for one of our clients, this was very brave of her as calling suppliers isn't in her job description and would have been her first time doing this.



## Take Ownership & Unite to Win

- ✓ We think like owners and we never pass the buck. We take responsibility for ourselves, each other, our clients and our company.
- ✓ We actively help each other. We show up as our authentic selves and see different views and experiences as an advantage.
- ✓ Above all else we are a team. Every one of us is equal and we believe that together we are stronger and we will achieve greater success through shared goals and putting the team first.





# Take Ownership & Unite to Win



Whilst out in Abu Dhabi helping to operate the F1 event & host clients, **Simon** volunteered to remotely log on to the Spectate phones and cover incoming calls during a resource pinch period. His approach to prioritising client incoming enquiries and ensure service stayed consistent as well as support his colleagues is admirable.



One of the Client Services Team was having problems amending a booking to the W Barcelona. I approached **Alice** for support and, despite her workload, she dropped everything, came to listen to what the issues were and put a call in to her contact. We had the answer we needed (plus better added value) within the hour.



It was **Catherine's** day off, but she still answered an SOS call from Emma, who's flight to Dublin from Leeds was cancelled and she would not make her connecting flight to the USA, where she was hosting clients. Catherine rebooked the flights from Heathrow, leaving Emma to focus on getting down to London. Brilliant care and team work to help a colleague.



## Passionate and Caring

- ✓ Our love of travel is what unites and drives us. We share this passion with each other, our clients and our partners, making sure we have fun and enjoy the journey.
- ✓ We bring excitement and optimism to our work. We take the time to celebrate and recognise success, making everyone feel appreciated and valued.
- ✓ We are committed to building a caring and supportive culture, and an environment that nurtures personal and professional growth.





# Passionate & Caring



A client was travelling solo in Antigua and injured herself, **Diana** took care of everything, even accompanying the client to the hospital, waiting with her for prolonged periods and providing constant support for the remainder of the holiday. Our client who was incredibly appreciative said that Diana was outstanding throughout and a credit to ITC.



**Freya** helped a client who had left his coat and house keys in his hotel in Italy. She contacted the hotel, arranged for them to post it home, and paid for the postage as the elderly client couldn't manage this online himself. She was determined to help him as much as possible. Freya is kind and caring to every client and hugely supportive to all of us at Deva.



**Nikhil** is so passionate about what he does and cares for his clients and agents 24/7. It doesn't matter where in the world he is, he is there to support them. Nikhil was on a FAM trip and emailed me back with answers to client queries while hiking up Kongde, above 4100 meters! Near Mt Everest! If that's not passionate about the role I don't know what is.



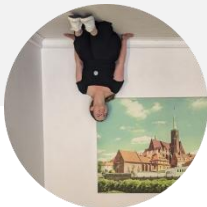
## Curious and Forward Thinking

- ✓ We don't sit on our laurels or just do what we've always done – we question and eagerly seek out answers and better ways of doing things.
- ✓ We know we must constantly improve, so we embrace change. We enhance, we evolve.
- ✓ We think like our clients. We make every decision and measure everything on how well it serves them.
- ✓ Knowledge of our clients and products underpins our success. We are committed to the learning that enables us to be experts in all we do. We openly share our knowledge to help others.





# Curious and Forward Thinking



**Dani** recognised podcasts were a growing medium and put together a business plan for Inspiring Travel to have their own. This was forward thinking and an ambitious project, but Dani knew now was the time to seize the opportunity, before any of our direct competitors did. Many months later, Dani has created an exceptional series.



**Jez** has been working on new data to help the business understand the enquiries and what's performing. This is brand new to us and he has had to try numerous different ways, challenging himself, asking questions, testing, going back to the drawing board at times but never stopping from being focused on what we are trying to achieve and the positive impact this will have on our business.



**Ryan** recently lost a new enquiry to online. Rather than just leave this and move on, he contacted the client a day before his departure, sincerely wishing him a lovely holiday. The client had such a poor service from their current holiday provider, that he replied, praising him for the message and would 100% come back to Ryan, wishing he had booked through us originally.



*“At the heart of ITC is our people –  
empowered, collaborating, having fun  
and driving change while caring  
passionately for each other and our  
clients.”*

**Lisa Smith**

*Group Managing Director*



# The way we work around here

[www.itc-uk.com](http://www.itc-uk.com)



# Empowerment

Working at ITC is a collaborative effort and feedback is always welcome. We expect everyone to take responsibility and be the change they seek. So, if there is a better way to do something, we want to know about it, and we are empowered to bring that change to life.

We have fun inside and outside work – whilst being the best



# How we communicate

We have an internal communication strategy that aims to deliver: Connectivity, Information Flow, Employee Voice and Recognition.



## Going Places

Each month we create an internal digital magazine called 'Going Places'. The magazine shares what everyone in the company has been up to.

## Monthly ITC Update

Hosted virtually, the company is provided with an overview of the previous month's financial performance and an update on key projects. The meeting wraps up with a Q&A.

## Feedback Surveys

Your feedback is important, so employees are sent short surveys to gather your thoughts on a specific topic. This helps us ensure everything is functioning as well as it can.

*“Train people well enough so  
they can leave, treat them  
well enough so they don’t  
want to.”*

**Sir Richard Branson**

# Talent



# Talent

With thousands of years of travel experience combined, we send clients across the world for an array of travel experiences, from off-the-beaten-track adventures to ultra-luxurious escapes.

Whichever role or brand you join us in, everyone has an important part to play in creating personalised travel experiences that enrich our clients' lives.

# Our people make ITC a great place to work

We have the most talented and inspiring people here at ITC. We all have a passion for travel, and we love the culture and excitement of our industry. We're always striving to be the best at what we do.

## Training and Development

We get ongoing training and development to support our career goals and aspirations. Everyone gets a Personal Development Plan (PDP) to keep us on track and focussed on achieving our personal and company goals.

## One to Ones

You'll meet with your manager at least once a month, to check-in and ensure everything is going well.

## Work Environments

We have offices across the UK with our Head Office in the heart of Chester. We also have offices in Bristol (home to Regent Holidays), plus a high street store for DEVA Travel, and teams based in Barbados and Antigua. It's now the norm for teams within ITC to work in a hybrid role, with their time split between the office and home.

## Social Events

We love a get together. So, at ITC we make sure there's always a fabulous event to look forward to. Whether it's a party, competition or quiz, you'll be able to find something to get involved in and get to know the whole team better.

# Why we love working at ITC



"Every day is different at ITC – there's never a dull day! There are lots of exciting projects in the pipeline and the future is definitely bright. It's great to be a part of the journey and to be able to contribute towards the company's success. I joined as a Marketing Assistant after graduating from university, and I've now worked my way up to management level. I'm really proud of my time at ITC, and for anyone looking to learn and develop, this is the place for you. It's also so lovely to talk about holidays and travel every day!"

**Sophie, Marketing Communications & Retention Manager**



"I love working at ITC for many, many reasons. I love the people, I love the fact that we're always striving to be better, I love the flexibility, the fact the people care about each other and also the opportunities I've been given to do something that I really enjoy."

**Deborah, Learning & Development Manager**



"I love working for ITC/Spectate as every day I get to be involved in sport which is a huge passion of mine. The trips and packages that we are putting together for our clients are the highest of quality and we are helping people to fulfil their dreams of attending some of the biggest sporting events in the world. Everybody that works here is passionate about what they do and they want to succeed, as well as providing our clients with the best possible experience."

**Simon, Product Manager, Spectate**



"Working for a passionate, dedicated, and knowledgeable company is not the only thing I love about working at ITC; I also love working in a company that cares so much about your wellbeing and work-life balance as much as they are dedicated to improving our skills and hitting our goals. There's also plenty of opportunities to get to know fellow colleagues with exciting social events and FAM trips that are brilliantly planned to create unforgettable memories. The culture here truly is amazing!"

**Amy, Copywriting Executive**

# Why we love working at ITC



"I have enjoyed ITC from the moment I arrived. It's a company full of hard working, highly driven and passionate people. Everyone is in it together and wants ITC to succeed. We are so very lucky to sell the best hotels from around the world to our clients, and even get to experience them for ourselves. I have recently been given the opportunity to become a team leader with in Inspiring, which is something I'm very proud of and look forward to working hard in this new role."

**Tom, Sales Manager, Luxury Brands**



"For me it is all about the destinations we cover and our partners overseas. I have known many of them for a long time – more than 15 years or 20 in some cases. We have such mutual respect for each other. I also love the opportunities to travel to our destinations too! I just really love the countries we offer – all the amazing things you get to see and experience."

**Andrea, Head of Regent**



"I love being able to work across such diverse and interesting brands, it makes our job feel so inspiring! It's also great how supportive our team is of each other – we have so many fantastic people working with us."

**Ceri, Content Manager**



"I love working for ITC, as it feels like a family rather than work. ITC are flexible with me around school times etc., which makes you then want to put more in as a thank you."

**Sam, Travel Relationship Manager, Inspiring Travel**

# Why we love working at ITC



“Deva Travel is ITC's Travel Agency branch. Our tight-knit team has collectively accumulated years of travel expertise and enthusiasm. Our small team offers a wealth of travel knowledge, making us known as “The Travelled Agents.” Being part of ITC allows us to hold a unique position, enabling us to act as a travel agency and tour operator, which sets us apart from high-street competition. We take pride in providing high-level customer service, resulting in our loyal client base. Being part of a larger company offers us numerous training opportunities, and alternative career directions. It is great to be an independent, but with the support of ITC.”

**Freya, Client Services Executive, Deva**



“I first started working at Regent in 1987 and after 11 years I moved to the USA but was so happy to come back to work for Regent when I returned to the UK in 2004, as even though it sounds like a cliché, it felt like coming home to family. Even though the company has faced many challenges over the years, you always know you can rely on your colleagues to support you with both practical help and good humour. Being part of ITC means that we are part of a wider family, so can benefit from central shared resources and have a wider scope of experience to draw upon. The best part of working for ITC is that the senior management team really care about the people in the company. As well as being the most approachable set of managers I have ever worked for, they never stand still and are always looking for ways to improve both client and employee experience and really listen to and act upon any feedback they are given.”

**Alison, Operations & Admin Manager, Regent**

# What you'll also receive at ITC

- ✓ Holiday days start at 25 days, which increase with service and an extra day off for your birthday
- ✓ Hybrid and flexible working opportunities
- ✓ Paid volunteering days
- ✓ Salary sacrifice pension scheme provided by Scottish Widows, where ITC will match employee contributions up to 5%
- ✓ Group Life Assurance
- ✓ Critical Illness Insurance
- ✓ Income Protection
- ✓ Ongoing training and development, including overseas educational (FAM) trips *(dependent on role)*
- ✓ Discounts and offers from some of our suppliers and hotel partners
- ✓ Confidential Employee Assistance Programme run by Health Assured
- ✓ Cycle to work scheme
- ✓ Enhanced family friendly benefits
- ✓ Paid colleague referral programme
- ✓ First class social events





*“With people at the heart of our business,  
it’s essential that our new starters feel a part  
of the ITC family. Helping them understand  
our culture and how they fit is key.”*

**Kay Marsh**

*People Business Partner*



# Onboarding

[www.itc-uk.com](http://www.itc-uk.com)

**We love our new starters, and want to make sure your first six months are a positive, memorable experience. We focus on these aims:**

1. We will help you adapt to our culture.
2. We will help to connect you to the right people and form the right relationships.
3. We will align our expectations together, so you have clarity, focus and are set up for success.

## **1<sup>st</sup> Day**

- ✓ Meet your team
- ✓ Orientation to the office, including signing in and out process
- ✓ Equipment set up
- ✓ Familiarisation with your induction programme
- ✓ Take your ID to HR

## **1<sup>st</sup> Week**

- ✓ Overview of our Culture Deck
- ✓ Agree 1<sup>st</sup> month objectives
- ✓ HR check-in
- ✓ Role overview
- ✓ People team induction
- ✓ Complete DSE assessment

## **1<sup>st</sup> Month**

- ✓ Departmental inductions
- ✓ Check-in with manager in week 1,2 and 4
- ✓ On the job training commenced

## **3<sup>rd</sup> Month**

- ✓ Mid- probation review
- ✓ Purpose story completed

## **6<sup>th</sup> Month**

- ✓ Probationary review



*“Take only memories,  
leave only footprints.”*

Chief Si'ahl (Chief Seattle)  
Native American leader



# Impact

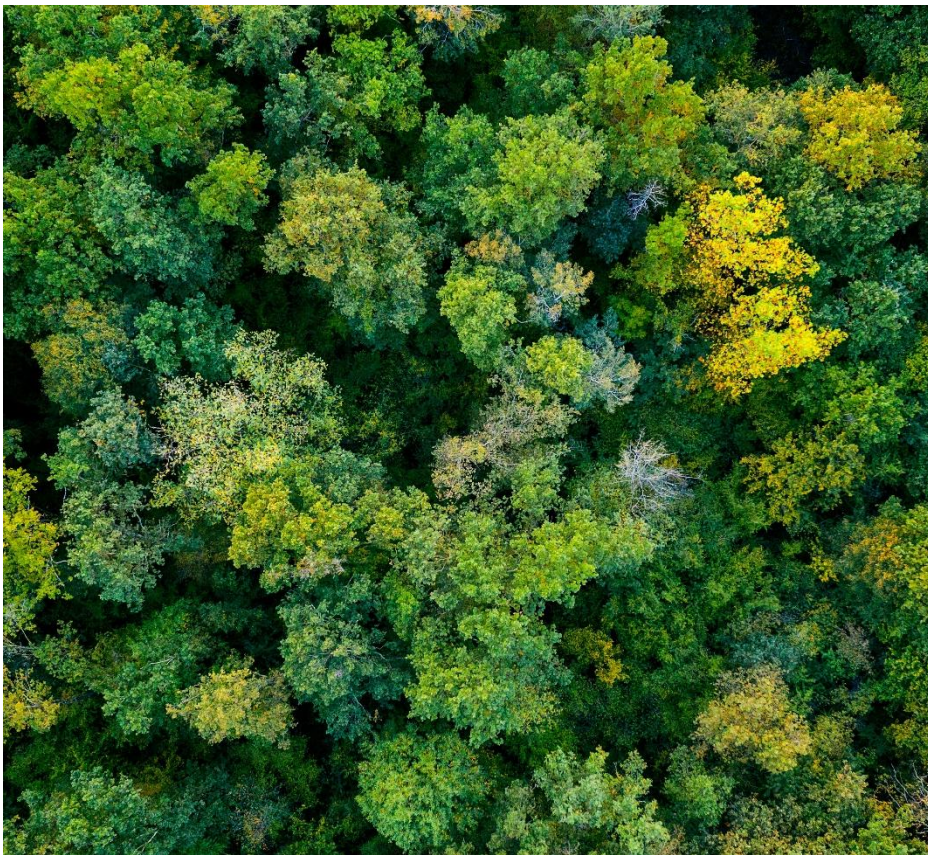
[www.itc-uk.com](http://www.itc-uk.com)



# Our impact

Across the ITC group, we're committed to making a positive impact on our environment and people.

To do this, we're working on reducing our carbon emissions, as well as promoting ethical travel policies, supporting charities and helping educate our people on how to travel more responsibly.



# Our Planet

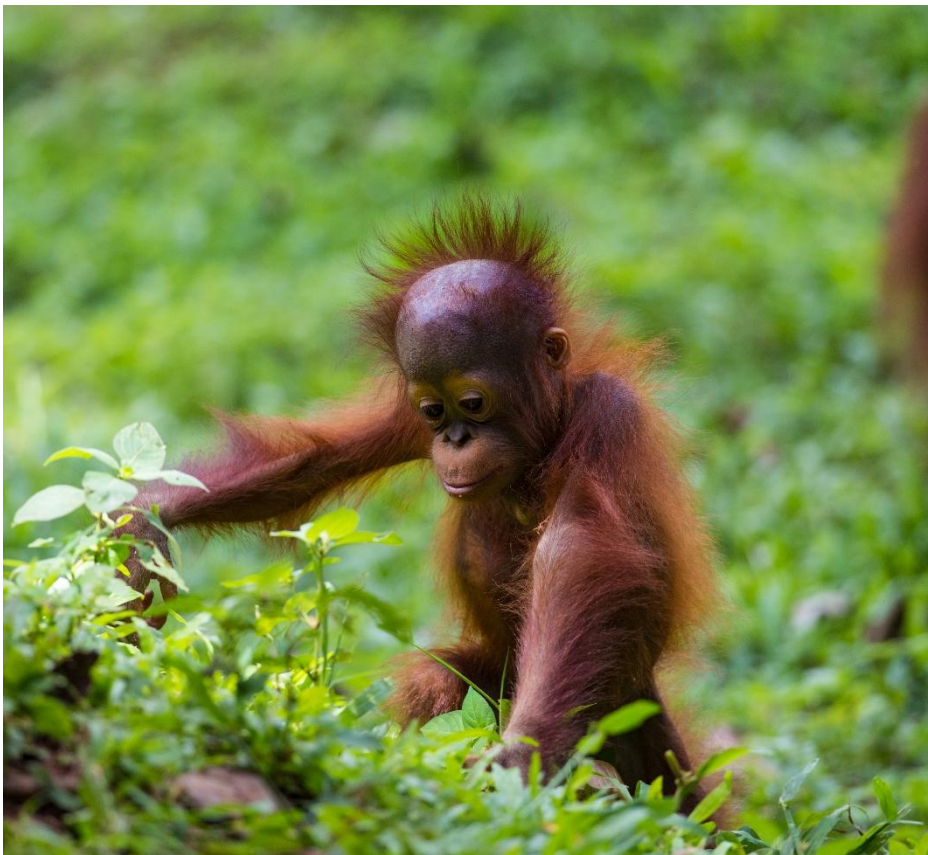
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It's important to us that we preserve our planet while exploring it. So, we've partnered with Positive Planet to reduce our carbon emissions.

Other initiatives we've set up include:

- Education across the whole ITC business on carbon literacy
- Renewable energy tariffs for our offices
- Waste audits to reduce unnecessary waste
- Targets for reduced business travel emissions
- An environmental aspect added to our procurement policy





# Animal Welfare

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Seeing wildlife in its natural habitat is an unforgettable travel experience. It's vital for us to ensure that we're protecting the welfare of any animals our clients encounter during their travels.

- Where possible, we make positive contributions to conservation and restoration
- We never knowingly support unethical wildlife experiences that fail to put animal welfare as their top priority
- We only arrange wildlife viewing in small groups to protect fragile eco-systems
- We only ever endorse experienced guides to ensure a respectful experience

Our animal welfare policy follows welfare guidelines created by ABTA and the authoritative Global Guide to Animal Protection, for which we have a contributor to within the business.



# Our People

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We believe that when we work together, we can create maximum positive impact in the world of travel. To achieve this, we're committed to taking care of our people, both at home, in our office and when we're travelling.

## Our team

- We support our people's work-life balance with hybrid working
- We have a family-friendly maternity and paternity leave policy
- We support mental health with our EAP and social committee
- We're fully inclusive and are working on our DEI
- We help develop young people with our local education partnerships



# Child welfare

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When our clients and colleagues are travelling, we follow a child welfare code of conduct that is reviewed along UN guidelines:

- We only support ethical travel photography. Only take a photo of a child with their consent and if they don't appear uncomfortable
- We don't support giving money to children who are begging, but instead suggest supporting local charities
- We don't support school or orphanage visits during learning hours, when vital education would be disrupted
- When a child appears to be at risk or in danger of abuse, we encourage reporting the situation to local authorities



# Our charities

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Across the ITC group, we give back through supporting a number of charitable organisations:

- Money for Madagascar
- Uthando
- ChildAid to Eastern Europe
- Chernobyl Heart
- Draktsho Vocational Training Centre for Special Children and Youths
- Orangutan Appeal UK
- Pack for a Purpose
- Alzheimer's Research UK



## Alzheimer's Research UK

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ITC are proud to have partnered with Alzheimer's Research UK as our chosen charity for our 50th anniversary year. This was a charity chosen by our teams, as one close to their hearts and we are honoured to be doing our bit to help Change the Ending for people living with dementia: [For A Cure - Alzheimer's Research UK \(alzheimersresearchuk.org\)](#)

Our teams have very much got involved in fundraising events, including a 300-mile cycling challenge from London to Chester via Bristol, taking in all our key locations.



# Responsible Travel Tips

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We encourage all our colleagues to make some small changes to travel more responsibly.

Here are just a few tips – you can see more here:  
<https://www.itc-uk.com/our-impact/eco-travel-tips/>

- Buy and eat locally to support the people who depend on tourism
- Support community projects while you're visiting a country
- Visit local nature reserves and animal sanctuaries which support important eco-systems
- Reduce your single plastic use and recycle – taking your plastics home with you if necessary
- Choose a hotel with its own sustainability commitments
- Travel outside of peak season

*"I've missed more than 9000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life.*

*And that is why I succeed."*

**Michael Jordan**

# When we fail to succeed

# Failing to Succeed



**We believe that failure is essential to our success.**

- If we're to learn, grow and meet our potential, we must be willing to take chances and make mistakes.
- Every challenge, failure or mistake presents with it a learning opportunity of equal or greater benefit.
- We don't waste energy covering up our mistakes, we have the honesty to admit them. We instead use that energy to address the issue, learn, improve and go again.



*“We all need people who  
will give us feedback.  
That’s how we improve.”*

**Bill Gates**



# Feedback

[www.itc-uk.com](http://www.itc-uk.com)

# Feedback



Here at ITC, it is really important to give praise and constructive feedback and, even more important, to receive it with an open mind to achieve high performing teams.

**Feeling okay with giving and receiving feedback is the only way we'll all keep improving.**