



We are delighted to welcome William Burton and Beth Knight to the BTA Board

William Burton and Beth Knight have been appointed by the Secretary of State for Culture, Media and Sport (DCMS) to the BTA Board, announced on 17 October 2023.

Industry announcements

July 2024

October 2023

William Burton and Beth Knight have been appointed by the Secretary of State for Culture, Media and Sport (DCMS) to the BTA Board, announced on 17 October 2023.

William Burton has been appointed for a 5 year, commencing on 18 September 2023.

William Burton has spent more than 25 years in the travel and tourism sector, starting at British Airways Group, where he went on to become Head of Strategic Analysis; through Thomson Travel Group (now TUI) where he was Director of Sales, eCommerce and Distribution; through Thistle Hotels Group (now GLH Hotels) as Global Sales and Marketing Director.

He went on to senior commercial executive roles at Kuoni UK and Bourne Leisure Group, and government COO roles at The British Library and The Rural Payments Agency, before becoming Chief Executive of Page & Moy Travel Group, the UK's largest outbound group tours operator. He has subsequently been Chief Executive of both the Construction Industries Training Board (CITB) and Cambridge University's OCR Exam Board, before founding online travel company, Awesome

Experiences.

In addition, he is also a Director of the Chartered Institute of Marketing and sits on its ARC committee. In the past he has also sat on the Councils of ABTA, Federation of Tour Operators; and London & Partners and on the Senate of the University of London.

Beth Knight has been appointed for a 5 year term, commencing on 18 September 2023.

Winner of the Great British Business Woman Award 2022, Beth Knight is a leading figure in social impact and sustainability - an experienced business transformation and systems change strategist. She has spent over fifteen years applying her expertise to help global companies evolve as purpose-led businesses. She is a working mother of two and is passionate about equal rights and diversity, tackling climate change, and innovating through technology.

Beth is currently an independent consultant and board director – with positions ranging from Chair of Save the Children's corporate advisory board, to Domain Expert for Carbon13's venture builder in climate tech. Alongside this, Beth is a Senior Associate at the University of Cambridge Institute of Sustainability Leadership (CISL) and is Head Tutor for the Business Sustainability Management executive education program.

Beth's prior roles have included: Head of 'Amazon in the Community' Leader for Europe, Global Markets Associate Director at EY, Head of Corporate Sustainability for EY's Financial Services business.