

Holly L. Powers

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Executive Profile

Innovative and creative travel executive, with demonstrated expertise in hotel negotiation, event management, sales and Marketing. A proven leader, offering comprehensive, innovative and creative ideas, with strong organizational and interpersonal skills and follow through to accomplish goals. Exceptional relationships with industry leaders. Professional with ability to meet the changing needs of hospitality industry. Excellent public speaking skills

Areas of Expertise

- Hotel/resort negotiation
- Event Management
- Sales & Marketing
- Strategic Planning
- Product Training
- Public Speaking

Accomplishments

- Created Bermuda travel programs for 4 large nationwide tour operations providing each of these companies with programs that allowed thousands of passengers to travel each year to Bermuda and garnered millions of dollars in profit
- Established the first Destination Management company in Bermuda which provided the destination with the ability to service incoming passengers and have them experience the Island while enabling restaurants, hotels, sightseeing destinations high profits
- Negotiated successful programs to Caribbean and Mexico hotels offering and excellent guest experience while providing high profit to tour operators
- Provided comprehensive marketing plans to hotel partners to showcase their properties while providing marketing funds from these hotels for the tour operator.
- Conceived Group departments for two nationwide Tour Operators providing them with business plans procured qualified staff and insured high profit for the company while providing exceptional opportunities for the group travelers.
- Arranged, negotiated and operated a one-day event taking 1,400 employees of Jordan's Furniture to Bermuda for a beach BBQ. The result was extreme gratitude and thanks from the owners of Jordan's Furniture, and being honored by the Premier of the country of Bermuda and their Parliament.
- Organized, negotiated. and operated "Happy Faces, Happy Places" event taking 47 terminally children with cancer, their parents and families along with doctors and nurses to Walt Disney World
- Organized, negotiated and operated the Tourism Cares for America Gettysburg, Washington D.C. Volunteer day and Angle Island events. Negotiated the Mystic Seaport event.
- 2017 President Skål International USA
- Officer and Board Member of SKAL International Boston a worldwide travel executive club.

- Recipient of Skal International Order of Merit 2019

- **Professional History**

Powers Travel Event Management; Ave Maria, FL, Norfolk, MA 2000 – Present
 President and Owner

All positions beginning 2000 where provided by this company, providing management, staff and consulting services for Hotels, Tour Operators and start up travel companies.

Prospective - Eversave Travel; Wakefield, MA 2012

Director Product Development

Direct Internet Marketing Company offering discounted daily deal travel packages. Travel department was closed in August 2012

TripAlertz.com; San Francisco, California 2011

Director Product Development

Start-up Company offering discounted daily deal travel packages.

Consultant 2011 -

Tourism Cares; Canton, MA 2008 - 2010

Director of Events

Philanthropy of the Travel Industry providing Grants, scholarships and restoration projects of iconic historical landmarks around the world

COMM Group/CheapCaribbean.com 2005 - 2007

Vice President, Product, Promotions, Events & Group Travel

One of the world's largest on-line travel provider to the Caribbean/Mexico

Royal Resorts - Mexico & Caribbean 2000 - 2005

Director of Sales and General Manager Royal Club Vacations

Luxury Hotel chain with hotels in Mexico and the Caribbean with over 2,500 rooms

Consultant 2005 -

TNT Vacations; Boston, MA 1990 - 2000

Director Industry Relations 1990 - 2000

General Manager Group Department 1997 - 1998

Assistant Vice President Product Development 1993 - 1997

Assistant Vice President Bermuda Division 1991 - 1997

Senior Product Manager 1990 - 1991

New England based Tour Operator specializing in charter flight and vacation packages to Bermuda, Caribbean, Las Vegas and Mexico

The Haley Corporation; Boston, MA 1989 - 1990

Vice President

Oldest Tour Operator in US specializing in travel to Bermuda.

Brian Moore International Tours, Millis, MA 1986 - 1989

Director of Sales and Marketing Established Bermuda and Caribbean product

Bermuda Travel Advisors, Hamilton Bermuda
Founding Partner, Owner
Destination Management and Event Company

1980- 1986

Classic Tours, Braintree MA
General Manager
Bermuda and Caribbean Tour Operator

1976 -1986

Education

Chandler School for Women; Boston, MA – Business Degree
Air Traffic Conference School; Los Angeles, CA
Dale Carnegie Leadership Training; Management Certificate