



ONE-ON-ONE

Daniel Smith

Managing director,
Insurance4carhire

▶ HOW DID YOU BECOME INVOLVED IN THE TRAVEL INDUSTRY?

I became involved in the industry by accident. I left a retail company to join Insurance4carhire, but didn't realise how involved in the travel industry I would eventually become.

▶ WHAT IS THE BEST THING ABOUT WORKING IN THE TRAVEL INDUSTRY?

The people in the travel industry are amazingly friendly. I find them very different to those in the

financial sector and retail environments that I've been used to.

▶ WHAT HAS BEEN THE MOST EXCITING MOMENT IN YOUR CAREER?

Commissioning our TV ad concept – the ads have aired on mainstream TV since March and will feature on channels including ITV2 and Sky News. The concept is big news for us and we hope to spread the word on savings that car hire customers can make with our annual policies.

▶ WHERE DO YOU GO ON HOLIDAY?

I have two little children now, so for us, long-haul holidays are a thing of the past. We tend to go to see my wife's family in the mountains near Naples. They all have vineyards around their gardens and live off the land. Where we go is quiet, peaceful and untouched – a world away from London.

▶ WHAT DO YOU DO TO RELAX?

I am a hockey player during the winter and a cyclist in the summer – I like to keep busy. Now that my children are getting bigger, we also do lots with them when the weather is good.

▶ HOW WOULD YOU LIKE TO BE REMEMBERED?

As a person who loved life and had fun.

▶ WHAT WOULD YOU BE DOING IF YOU WEREN'T WORKING IN THE TRAVEL INDUSTRY?

Having a less colourful life!

