



Smarter Travel Student Awards

The Judging Panel



Vanessa Loughnane

Marketing Executive at Transport Infrastructure Ireland

I've always been interested by how smarter, more sustainable transport can transform the way we live, work, and explore. In my role with TII as a Marketing Executive for Luas since 2015, I see firsthand how innovative travel solutions can make cities more connected, accessible, and environmentally friendly. My career has also included marketing roles with TeachNZ in New Zealand, TileStyle Ireland and a Marketing Agency, giving me a broad perspective on how effective communication and creative thinking can drive positive change.

Beyond my professional work, I'm passionate about the outdoors and staying active—whether it's hiking, cycling, or discovering new places. I've visited over 75 countries across every continent, which has given me a deep appreciation for how transport systems shape communities and cultures worldwide. Closer to home, I volunteer monthly for local area cleanups, reinforcing my personal commitment to creating cleaner, greener spaces for people to enjoy.

With a BA (Hons) in Marketing and Communications from Swansea University and a PostGrad qualification in Public Relations from Fitzwilliam Institute, I'm excited to be part of the NTA Smarter Travel Student Awards. It's inspiring to see the creativity and commitment of students who are helping to shape a future where smarter travel isn't just an option—it's the way forward.



Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!