Jeremy Sampson [1]

Chief Executive Officer, The Travel Foundation
Bristol, UK

Jeremy Sampson is the Chief Executive Officer of the Travel Foundation. Before taking the helm at the international tourism charity, he was already well-known and respected within tourism and conservation networks with a wealth of experience in Sustainable Tourism, having worked across the spectrum of destinations, industry, NGOs, and academia. He has held leadership positions for a range of organisations, including as President of international tour operator GreenSpot Travel and Vice President at Sustainable Travel International.

More recently, Mr Sampson has led large-scale sustainable tourism initiatives for the International Union for Conservation of Nature (IUCN) Mediterranean Cooperation Centre, working across Southern Europe and North Africa. He holds a BA in Mass Communications from University of California, Berkeley and was an Adjunct Professor at the International Institute of Tourism Studies at George Washington University.

The Travel Foundation [2] is a charity that works in partnership with leading tourism organizations to improve the impacts of tourism and shape a positive future for destinations. Since it was set up in 2003, with seed-funding from the UK Foreign Office and major tourism industry players, it has worked in 28 popular holiday destinations around the world. Its head office is in Bristol, UK and it has a global network of project managers.

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