

Keith Sproule ^[1]

Executive Director, Abercrombie & Kent Philanthropy
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Keith Sproule is dedicated to utilizing tourism as an economic tool for the sustainable development of local and regional economies. Currently serving as the Executive Director of Abercrombie & Kent Philanthropy (AKP), a leading private sector travel philanthropy with the mission to “positively impact lives and livelihoods in the communities where A&K guests travel.” Keith manages a portfolio of 41 AKP project investments in 20 countries, with a total annual impact budget over \$2,500,000.

Through June, 2014, Keith was the Tourism Business Advisor for the World Wildlife Fund in Namibia for five years, where he supported initiatives to develop both private sector and community tourism capacity across some of the most rural, isolated regions of Sub-Saharan Africa. Keith has more than 25 years of experience in the public and private sectors focused on tourism planning and development. He has worked in Asia, Africa, Central Europe, the Middle East and the Americas. As an analyst and tourism development specialist, he has focused in particular on the economics of cultural heritage and nature-based tourism, most often in association with rural communities.

His professional background includes serving as an advisor to governments on three continents and operations consulting with hotel and tourism companies globally. Keith has a Bachelor of Science degree from the College of Agriculture at the University of Vermont, and has completed a masters’ degree in international economics at Johns Hopkins University School for Advanced International Studies (SAIS). He was a Fulbright Scholar in Belize, studying the expenditure patterns of visitors to archaeological sites.



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LinkedIn - Keith Sproule ^[3]

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