

Fiona Jeffery OBE

Founder & Chairman / NED & Former Chair

Just a Drop / Finn Partners & Africa Travel & Tourism Association



Election Address

I have been a Board Member for the last 2 years and I'm delighted to put myself forward for re-election.

I joined the Board with the aim of encouraging our industry post pandemic to "Build Back Better" on our collective road to recovery. During this time, I have taken on the role of Chair of ITT's newly founded Sustainability Committee. We have 4 key areas of focus we are developing to support the membership and are currently working towards this through the committee and our expert volunteers within the industry.

- **Carbon Management**
- **Protecting Destinations**
- **Travel**
- **Supply Chains**

To find out more about the committee visit itt.co.uk

Having started this programme of work, I'd welcome the opportunity to continue this as a member of the Board and continued Chair of the Sustainability Committee.

I have a broad understanding of the industry and have operated on the national and international stage engaging with both governments and the private sector. I believe ITT can help and should guide its membership and support the industry towards a more sustainable and environmentally appropriate pathway by supporting its membership with social and environmental governance and help its members to build back better.

I have been a Member of ITT for over 15 years and would like to contribute to its core values and purpose and enhance its relevance and the benefits it offers to the industry.

Biography

A graduate of Edinburgh University, Fiona Jeffery has had an accomplished career working in the travel industry across Government, the Private and Third Sectors, and was responsible for World Travel Market (WTM) from 1986-2013 both as Managing Director and ultimately as Chair. She created a responsible tourism drive across the industry globally, World Responsible Tourism Day in association with the UNWTO, now the largest responsible tourism gathering across the world. She also launched the first Ministerial Summit bringing the public and private sectors together to debate and shape the industry.

In 1998 Fiona founded the international development organization Just a Drop, bringing sustainable safe water, sanitation, and hygiene education to communities across the world. The organization supports 12 out of the 17 UN Sustainable Development Goals and to date has changed the lives of over 1.9 million people.

Fiona, as a member of the UNWTO World Committee for Tourism Ethics successfully got agreement at the UN General Assembly to convert the UNWTO Global Code of Ethics into a legally binding Convention. She also sits on the Advisory Board for School of Hospitality and Tourism at Surrey University and is a Senior Partner for Finn Partners Global Sustainable Tourism PR Practice and Global Travel Recovery Network. In 2012, Fiona was awarded an OBE by Her Majesty the Queen for services to travel and tourism, as well as being recognized in the Directory of Social Change Influencer Awards in 2015 and inducted into the Global Travel & Hospitality Hall of Fame in 2020.

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