



Introducing the Speakers



Caroline Bremner
Head of Travel Research
Euromonitor International

Caroline Bremner manages the global content strategy for the travel and tourism industry at Euromonitor International, which she joined in July 1996. Euromonitor International is a world leading market research company with over 40 years of experience.

As a global thought leader, Caroline engages with clients, trade bodies and research partners, working with Analysts across 100 countries to drive strategic insights. She has played an integral role in creating the most extensive travel and tourism intelligence system as used by leading destinations, governments and travel brands around the world.

Before joining Euromonitor, Caroline was a Tourist Guide in one of Edinburgh's leading attractions. Caroline has a degree in French (MA (Hons), University of Edinburgh) and Postgraduate Diploma in European Marketing and Languages (PG Dip, Napier University, Edinburgh). Caroline received a Celebrating Her Global Award for Empowered Women in Tourism from ITB and the International Institute for Peace through Tourism in 2018.



Professor Clive Landis

Chairman of the University of the West Indies COVID-19 Taskforce

University of the West Indies

Clive Landis is an experienced medical researcher and university administrator who serves as Pro-Vice Chancellor for Undergraduate Studies, The University of the West Indies. He researches the immune system and viruses; established viruses like HIV as well as emerging viruses like Zika and SARS-CoV-2. Professor Landis is Chair of the UWI COVID-19 Task Force (www.uwi.edu/covid19).



Jeremy Sampson

Chief Executive Officer,

The Travel Foundation

Jeremy Sampson is the CEO of the Travel Foundation, a leading NGO in the travel and tourism sector. Under Jeremy's leadership, the Travel Foundation is working with travel companies and destinations to better understand the impacts of tourism and maximise its benefits for local people and the environment. He has also been instrumental in spearheading the launch of the Future of Tourism Coalition.

With experience in the tourism, conservation, and sustainability arenas, Jeremy has lived on three continents, and worked extensively in more than 30 countries with the public sector, SMEs, multinationals, and civil society. He spent five years as VP of Communications and Partnerships at Sustainable Travel International and another two years as President of international tour operator, GreenSpot Travel. He served as an Adjunct Professor at the George Washington University International Institute of Tourism Studies, was elected to serve on the Executive Committee of the WCPA Tourism and Protected Areas Specialist Group (TAPAS), and currently serves on the Destination Stewardship Working Group of the Global Sustainable Tourism Council (GSTC).

Immediately prior to joining The Travel Foundation, Jeremy worked at the IUCN Centre for Mediterranean Cooperation, where he helped to design and manage large-scale transnational EU-funded initiatives, such as DestiMED, and was instrumental in launching the MEET Network, a regional-scale ecotourism network and destination management organization for protected areas across the Med.

Jeremy is an experienced and inspirational speaker on sustainable tourism topics. Recent examples include Phocuswright Europe (2020), Sustainable and Social Tourism Summit (2020), Colorado Governor's Conference on Tourism (2020), World Travel Market (London 2019), keynote speaker at Netherlands Tourism Summit (2019), Mediterranean Sustainable Tourism Convention (Barcelona 2019), EU Maritime Day (Bulgaria 2018 and Portugal 2019), UNWTO Conference on Tourism, Jobs, and Inclusive Growth (Jamaica 2017), IUCN World Conservation Congress (Hawaii 2016).



Alejandro Varela

Deputy Regional Director for the Americas

World Tourism Organization (UNWTO)

Carried out his studies in Argentina and graduated as Sworn Translator for English at Universidad Del Salvador in Buenos Aires and Master's degree in Regional Economic Integration in MERCOSUR at Universidad de Buenos Aires (UBA), Argentina.

Held position at the National Tourism Administration in Argentina in charge of International Relations and International Cooperation for fifteen years, having also the position of National Tourism Coordinator for MERCOSUR for ten years.

Since June 2009 he has joined to the UNWTO Secretariat, as Deputy Regional Director for the Americas.



The Smart Recovery Planning Workshop Facilitators



Graeme Jackson,

Head of Partnerships

The Travel Foundation

Graeme is the Head of Partnerships for leading global tourism charity, the Travel Foundation. Based out of the Travel Foundation's headquarters in Bristol, UK, he is responsible for developing and managing international partnerships with destinations, businesses, development agencies and donors to strengthen the organisation's global work to improve the impacts of tourism on communities and the environment in destinations.

A trained journalist, Graeme joined the Travel Foundation team in 2011, following a decade in the fields of Public Relations and marketing where he represented and consulted for the private, public and third-sector in sectors as diverse as business finance, wines & spirits, sustainability pharmaceuticals and energy.



Terry Brown
Destination Programmes Manager
The Travel Foundation

Terry has more than 13 years of experience of working in project management and tourism, including outbound tour consulting and working overseas on numerous international sustainable development projects. Terry is responsible for strategy, implementation, monitoring and reporting of all Travel Foundation programmes, as well as overseeing the personnel management of the Travel Foundation destinations team and trusted consultants.