



**Fiona Jeffery OBE
Founder and Chairman, Just a Drop**

Born in Scotland and a graduate of Edinburgh University Fiona Jeffery has had a long and accomplished career working in the travel industry responsible for World Travel Market from 1986-2013 both as Managing Director and ultimately as Chairman.

She created and launched a responsible tourism drive across the industry globally, World Responsible Tourism Day at WTM, which is now the largest responsible tourism gathering across the world. In 1998 Fiona also founded and is Chair of the international water development charity Just a Drop. Its aim, to encourage the travel and tourism industry and businesses generally to give back to communities across the world through the provision of clean water and sanitation.

She sits on UNWTO World Committee for Tourism Ethics, is Chair of WTTC Tourism for Tomorrow Awards, sits on the Board of Africa Travel & Tourism Association as Industry Relations Director and sits on the Advisory Board for School of Hospitality and Tourism at Surrey University. She is also a Non-Executive Director and Tourism Advisor for a number of international businesses.

In 2012 she was awarded an OBE by Her Majesty the Queen for services to travel and tourism, TTG Contribution to Industry Award in 2013 and World Tourism Award for her philanthropic vision in creating Just a Drop and helping over 1.5 million children and their families across the world have access to clean water and sanitation.