



**Salli Felton**  
**CEO The Travel Foundation**

With a background in environmental science, Salli has spent the last 20 years of her career working with the private and public sectors to help them recognise and address the social and environmental impacts of their activities, creating stronger, more resilient and more sustainable models of operation.

After relocating from her native Australia to the UK, she headed up environmental projects and assessment at one of Europe's busiest airports, Heathrow, before joining Virgin Holidays as its Responsible Business Manager, overseeing the tour operator's CSR strategies and programmes.

In 2011 Salli joined the Travel Foundation - an independent charity that works with tourism businesses and destination stakeholders to create partnerships that 'unlock the positive potential of tourism' and was appointed CEO in 2014.

Recognised internationally as a trusted expert on the sustainability issues and opportunities that face the travel industry, Salli is frequently called on for her expertise and insight by a range of governments, businesses and tourism member organisations.