



WEDNESDAY 2ND OCTOBER 2024

THE BRITISH GUILD OF TRAVEL WRITER'S BETTER WORLD

# SUSTAINABILITY SYMPOSIUM

IN PARTNERSHIP WITH:



## SCHEDULE & ATTENDEES HANDBOOK

---

HOSTED BY:



HYATT  
PLACE™

---

London City East

[WWW.BGTW.ORG/BETTER-WORLD](http://WWW.BGTW.ORG/BETTER-WORLD)

# WELCOME...

Welcome to the first BGTW Sustainability Symposium in partnership with Destination Canada. The BGTW are excited to launch what is hopefully the first of many symposiums, tackling essential subjects in tourism and travel media under our "Better World" heading. Today is relaxed, conversational, and open – the choice of venue reflects that – and I hope you find some ideas and new resources to aid you in covering sustainability, whether it's from a conservation, cultural preservation, community and social, or environmental point. It's been a privilege to pick up the 'Sustainability Lead' title from Diana Jarvis and continue all the excellent work already underway, some of which has formed the basis of today.

Please do share your highlights online using the hashtag **#BGTWBetterWorld** and, as this is our first event, I'd love to hear your feedback afterwards. Remember all panels are being recorded (audio) to share with the full membership, so please, if you ask a question – and we hope you do – ensure you have a microphone first so that all audio is captured.

Thank you for your support and being here today – enjoy!



Daniel Clarke  
*BGTW Vice Chair & Sustainability Lead*

## A big THANK YOU to...

Nim Singh and **Destination Canada** for partnering with us to make today possible and to **Hyatt Place London City East** (especially Esther, Pino, Michael and Manon) for hosting us today. I'd also like to thank our friends at FlixBus and ByWay. All are here today, so be sure to take a moment to say hello and learn more about these brands and destination's sustainability initiatives. And lastly, to you, for attending.

## In Memory

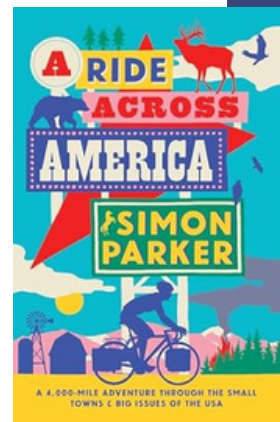
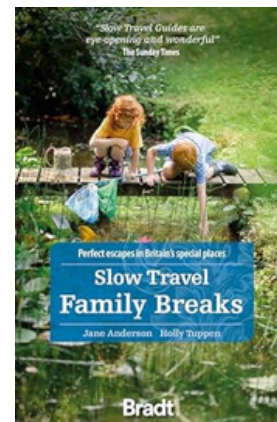
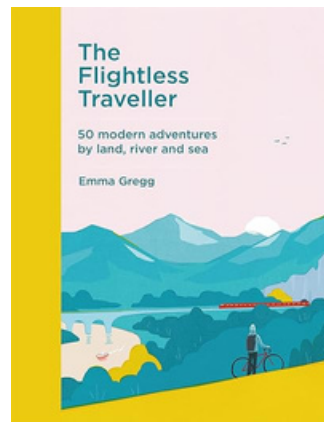
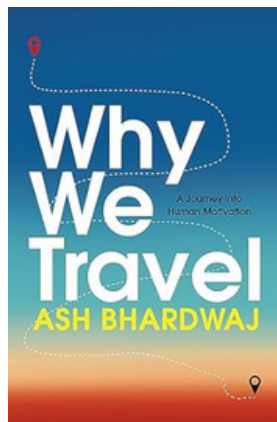
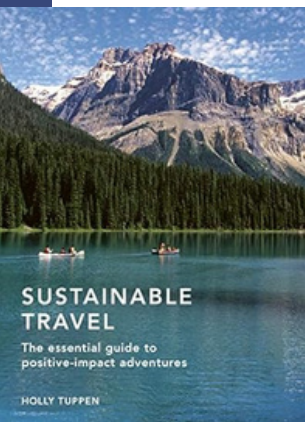
I'd like to take a moment to pay tribute to **Melissa Tilling**, founder of Charitable Traveller and the Guild's dear friend, who sadly passed away this summer. Melissa was planning to co-organise today, and as such, I'd like to dedicate the first BGTW Sustainability Symposium to Melissa in memory of all she did for the travel industry and communities worldwide.

## Housekeeping

The panels and social drinks will take place in PocketSquare, Rooftop Bar. Lunch will be served in SOTTO, on the basement level. Please allow enough time to arrive and return keeping in mind lift traffic. Both floors have bathrooms. Please **return your lanyards** before departure so they can be reused.

## See you on October 16th

The annual **BGTW x ANTOR** (Association of National Tourist Offices and Representatives) debate this year will take place at The Little Ship Club, London, between 4pm-6pm on October 16th. We will be discussing "Who is responsible for responsible tourism - DMOs or the media?". We hope to see many of you there to network directly with DMOs and discuss trips and story ideas for the year ahead. Please RSVP to Charlotte Copeman. If you're keen to represent the Guild on the panel to discuss this topic, speak with Sarah Rodrigues.



# WIN A BOOK...

Share your day for a chance to win a copy of a members' or panellists' book.

We would love to see your learnings, thoughts and favourite quotes from today on Instagram, Facebook, X or LinkedIn. At the end of the day, we will be selecting social media posts at random to win a copy of either Holly Tuppen's **Sustainable Travel** or **Slow Travel Family Breaks**, Ash Bhardwaj's **Why We Travel**, Emma Gregg's **The Flightless Traveller** or Simon Parker's **A Ride Across America**.

For a chance to win, simply use the events hashtag **#BGTWBetterWorld** and tag our sponsor and hosts....

- **#BGTWBetterWorld**
- **@ExploreCanada**
- **@HyattPlaceLondonCityEast**

# SCHEDULE

## 10:50am | Doors Open

Please arrive promptly for an on-time start

## 11am | Introductions



## 11:10am | Session One

Avoiding Accidental Greenwashing [Eat & Sleep]



## Noon | Session Two

Sustainable Shifts in Destination Marketing [Support & Planning]



## 1pm | Lunch

Please see the next page



## 2pm | Session Three

Responsible Visual Storytelling Beyond Stock [Illustrating the Story]



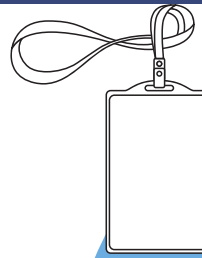
## 3pm | Session Four

Turning Slow Travel into Sellable Stories [Arriving & Writing]



## 4pm | Session Five

Sustainable Storytelling and Commissions [Pitching, Writing & Editing]



## Plant Your Badge

Get a flower surprise by planting your badge. First, soak in water (30-60 minutes), then place your card on compost. Cover with a clear material and place in a sunny place. Keep the card moist (with a spray) until flowers appear.



## 5pm | Networking Drinks

Attached to your lanyard are vouchers for two additional drinks (wine, beer or soft drinks). Perhaps try a Toast beer, brewed with surplus bread that turns leftover loaves into liquid gold - the company donates 100% of their profits go to environmental charities.

**Hyatt Place are kindly offering 20% discount to members for any additional drinks.**

# LUNCH

The **Klimato labels** used by Hyatt Place London City East are a scorecard system, based on internationally-approved climate goals like The Paris Agreement. Each rating, from A through to E, is assigned based on the amount of carbon emitted by the meal, measured in kg per meal. The lower the emissions, the better the rating: a meal with an A rating has a considerably lower impact than one with an E rating. [klimato.com](https://www.klimato.com)

---

## Today's SOTTO Cucina & Bar Sharing Menu

Rating | kg CO<sub>2</sub>e per serving | Calories (kcal)

### STARTERS

- Saffron Arancini datterino tomato jam and superstraccia (B | 0.34 | 623)
- Traditional Sicilian sweet and sour roast vegetables, pine nuts and raisin (C | 2.07 | 1784)
- Octopus, cuttlefish and mussels' salad, radicchio, preserved etna lemons (C | 1.87 | 659)

### MAINS

- Baked Sicilian Anelletti, tomato sauce, fried aubergine, ricotta salata (B | 0.6 | 371)
- Sicilian Busiati pasta, purple sprouting broccoli, toasted almonds (B | 0.2 | 234)
- Fried cod cheeks, sweet and sour onion, crispy potato, mint (B | 1 | 544)
- Crispy chicken breast with cappers, lemon and parsley dressing (C | 2.07 | 1784)

### SIDES

- Heirloom tomato and oregano salad (B | 0.18 | 152)
- Crushed potato (A | 0.49 | 623)
- Tender stem broccoli, chilli and garlic (B | 0.36 | 455)

### DESSERTS

- Orange macerated strawberry salad, lemon sorbet (B | 0.3 | 362)
- Pannacotta with marsala wine glaze (C | 0.47 | 411)
- Dark chocolate and almond cake, chilli jam and mascarpone cream (D | 0.7 | 738)

*Lunch is served with still and sparkling water and self-serve coffee.*

IN PARTNERSHIP WITH

**CANADA** 

**TOURISM 2030: A WORLD OF OPPORTUNITY** is our aspiration to help tourism generate wealth and well-being for all of Canada and enrich the lives of our guests. The way there requires a fresh perspective, and that's exactly what **A World of Opportunity 2030** is about.

A way to move beyond conventional measures of growth and revenue. We consider community well-being, environmental impact, and cultural vibrancy. We will reassess our target audiences, the timing of visits and preferred destinations to better utilize our capacity and improve ROI.

..



© Indigenous Tourism Canada

© Johan Lolos



While real, transformative growth will strengthen prosperity for tourism businesses, a regenerative approach.. —one that factors in societal wealth and wellbeing, and contributes to environmental sustainability—will earn the favour of visitors and support from Canadians. Together, this will make our sector stronger and more resilient with:

- Guiding Principles that will shape how we work
- Seasonal and regional dispersion to foster business and community resilience in the face of climate-related crises such as wildfires or lack of snow. Longer seasons also make our industry more attractive to employees
- Working with key Indigenous partners, will support capacity-building and marketing efforts to facilitate development of a thriving Indigenous tourism sector that enriches the lives of our guests and the wealth and wellbeing of Indigenous communities throughout Canada.

## Community Builder

Tourism helps sustain the amenities that make life richer for local residents—such as transportation links within Canada and to the world, festivals and museums, trails and recreation facilities, arts and culture, pubs and restaurants, and many others. What's more, tourism helps a vast array of adjacent businesses thrive—from the local florist that supplies hotels and restaurants to local gas stations that fill the tank for driving vacations and RV rentals



## Reconciliation

A Path to Reconciliation Tourism provides a platform for truthful storytelling. To truly represent Canada to the world, we must understand our country's history. We are a country of both amazing achievements and terrible injustices. We need to see it for what it is, what it has been, and what it is becoming. From here, we must build the Canada we want

## Protecting Natural Assets

Canada is world-renowned for the beauty of its land, rugged coastlines, and majestic wildlife. That's worth protecting. Tourism can only flourish in the long-term when it is supported by a healthy environment and welcoming communities. We are adopting a regenerative approach to tourism growth—acting to preserve, improve, and repair our environment. When tourism thrives, we all thrive

"OUR WORK WILL INCREASINGLY BE MEASURED BY A WEALTH AND WELLBEING INDEX AS IT RELATES TO THE COMMUNITIES INVOLVED WITH TOURISM NOT THE TOURISTS THAT VISIT"

**CANADA** 



[See 2030 Transformational Tourism Strategy Press Release](#)



[Download Tourism 2030: A World of Opportunity](#)



HOSTED BY



HYATT  
PLACE™

London City East

**Winner of AHEAD's European Special Award for Sustainability**, Hyatt Place London City East (HPLCE) is one of London's most sustainable hotels. Equidistant from Aldgate East and Whitechapel tube stations, the 280-room award-winning property has a plethora of first-class sustainable credentials and a palpable relationship to East London through its bespoke art.

## The Hotel

Located where the 'City meets the East', all 102 rooms from the sixth to ninth floors offer uninterrupted iconic London City skyline views. To capitalise on its special location, thirteen of the high-floor rooms include a private outdoor terrace or balcony. Also pet-friendly, HPLCE offers free WiFi, a fully equipped, 24/7 fitness centre, PocketSquare - a rooftop bar and terrace with phenomenal views, and Sotto Cucina & Bar - an authentic Sicilian restaurant.



## PocketSquare Skyline Bar & Terrace

PocketSquare Skyline Bar & Terrace boasts a beautiful open-plan alfresco terrace with awesome views of the London skyline's iconic landmark buildings like The Gherkin, Canary Wharf and the O2. The Times newspaper has listed PocketSquare as one of the top ten best rooftop bars in London. The gin-led bar describes itself as 'where the City meets the East,' with its inventive cocktails - inspired by the city's diverse history and cultures - incorporating a local East London twist. Its team designs, creates and tailors each recipe in PocketSquare's on-site cocktail laboratory, where extensive experimenting has led to intriguing and new flavour profiles not found anywhere else in London. Vibrant, colourful interiors are offset by bespoke work from local and international artists, including several signature pieces by renowned Street Artist Jay Kaes. Monthly live music nights, showcase a mix of rising stars and established musicians.



## SOTTO Cucina & Bar

SOTTO Cucina & Bar, brings a true taste of Sicily to London's East End, this restaurant has a secret outdoor terrazza and is a sanctuary from the bustling streets above. Offering the charm of Sicilian trattorias, the feastful menus, including authentic aperitivos and antipasti dishes, are created with local London produce and guided by Klimato to reduce the food's climate impact. Kitro will use AI to monitor and manage day-to-day food waste.

Responsible sourcing and plant-based menus are a must, not an alternative. Over 50% of menus are vegan, vegetarian, or can be made so. Including partnerships with local vegan suppliers. Food chains are transparent and are 100% natural, using only MSC-certified seafood, free-range chicken and eggs, local grass-fed beef, and supporting local businesses. Fish sourcing is exclusively line-caught, primarily from the local South coast or North Sea, and a nose-to-tail policy minimises waste. Using Too Good To Go, local residents can collect excess food that would otherwise be discarded, unused water is recycled, and kitchen waste is controlled and reported.

## Key ESG Achievements to date *include*:

- 2022. Breeam Excellent Certified.
- 2023. HPLCE became the first hotel in London to achieve the SHe travel Club Platinum Award, reflecting HPLCE's dedication to inclusivity and safety.
- 2023. After rigorous testing, HPLCE achieved AirScore Gold Certification, AirRated®'s leading certification for indoor air quality.
- 2023. HPLCE became the first hotel to be awarded the prestigious ActiveScore GOLD STATUS for the well-being and active living services it provides.
- 2023. WINNER of Ahead Europe Awards for Sustainability in Hospitality Experience & Design.
- 2024. HPLCE achieved the EarthCheck Benchmark Bronze Accreditation, the world's leading scientific benchmarking certification and advisory group for travel and tourism,
- 2024: HPLCE completed its independent OMNEVUE ESG assessment, showing a significant year-on-year reduction in its Scope 1 & 2 CO<sub>2</sub>e.
- 2024: Complimentary Brompton Bikes for customers
- 2024. In addition to ISO54003 and ISO10464, HPLCE achieved its Citation ISO 14001 Certification, signalling its commitment to compliance and its ongoing environmental improvement and impact.



## MEDIA CONTACT

**Esther Bell**

*esther@hellomrsbell.com*

SESSION ONE

**EATING & SLEEPING**

**Avoiding  
Accidental  
Greenwashing**

---

**In conversation with hospitality industry experts, we'll discuss the questions we should ask regarding the unavoidable (and often pre-decided parts of press trips), restaurants and hotels, to cut through the accreditation and marketing terms and avoid accidental greenwashing in our coverage. In this wide-ranging panel, we'll talk about food ecosystems and sourcing produce sustainably, as well as what design and eco-credentials truly make the difference behind the scenes in kitchens and accommodations.**



HOST & MODERATOR

**Alicia Sheber**

*Travel & Hospitality Writer*

Alicia's travel writing career springs from earlier passions, including the interior design of international hotels and restaurants for studios in Denver, Colorado, and London, as well as numerous years selling wine, which sparked her interest in gastronomy. Formerly the international editor of Boutique Design magazine, she has also been a contributing editor for HOTELS magazine, writes regularly for Hospitality Design, and has been published in Starboard, Travel Ticket, Hospitality Interiors, SPACE, BEAST, and Hotel Investment Today, amongst others. She has also moderated conference panels in NYC, LA and London and judged awards competitions. Alicia strives to cover ESG topics in every article she writes.  
[read-thread.com](http://read-thread.com)

## SESSION ONE

# PANELLISTS

---



## Juliane Cailouette Noble

*Managing Director, The Sustainable Restaurant Association*

With a background in nutrition and a love of good food, Juliane's career has been deeply engaged in global food policy issues ranging from sustainable farming and urban growing to food education and school food systems. She has designed food education tools and resources for teachers, developed local and global campaigns, and served as a member of the All Party Parliamentary Group for School Food in the UK. Juliane came to The SRA in 2016 and is focused on growing the impact of our flagship sustainability accreditation for F&B businesses, the Food Made Good Standard, around the world.

[thesra.org](https://thesra.org)



## Michael Mason-Shaw

*Hospitality ESG Specialist and Regional Director of Operations Cycas*

With a lifelong passion for sustainability in all forms and as the former General Manager of Hyatt Place London City East, winner of AHEAD's European Special Award for Sustainability, and numerous other sustainability accolades, Michael has a phenomenal understanding of the ever-developing legislation around ESG, and legislation's relevancy within the wider picture, goals and commitments of being a sustainable business in the hospitality sector.

Respected by his peers, and having extensive experience in internal and external audited reporting, and a valuable understanding of which industry-leading ESG partners we should be watching, Michael knows what truly makes a difference across the hospitality industry and will be sharing his excellent insights on how travel media can ensure they can spot, question and cover various technical ESGs in easy-to-understand ways.

Michael Mason-Shaw was recently promoted to Regional Director of Operations Cycas Hospitality, where he's focussing on driving operational excellence across several properties within the Cycas portfolio. An award-winning hotel management company, Cycas Hospitality partners with all the major global brands (including Hyatt, Marriott and IHG) as well as helping to curate several, outstanding independent brands. Since 2019, Michael has been using Ecologi to track and offset his own personal carbon footprint.

[cycashospitality.com](https://cycashospitality.com)

SESSION TWO  
**SUPPORT & PLANNING**  
**Sustainable**  
**Shifts in**  
**Destination**  
**Marketing**

---

**We'll discuss how DMOs are changing their ways of working in the face of overtourism, natural disasters and community cries for a more mindful marketing approach. How does this impact the travel media in terms of press trip support, budgets and, most importantly, the kind of features locals would like to see supporting, rather than selling, their homes and our destinations?**



HOST & MODERATOR

**Mark Bibby Jackson**  
*Travel Writer & BGTW  
Communications*

Mark Bibby Jackson is the founder and editor of the website [Travel Begins at 40](https://www.travelbeginsat40.com), as well as [Wellness Begins at 40](https://www.wellnessbeginsat40.com). He is also the . Mark has a Diploma in Climate Friendly Travel from the ITS Malta. He has launched, published and edited several magazines, websites and newsletters, as well as award-winning novels.

**[travelbeginsat40.com](https://www.travelbeginsat40.com)**

## SESSION TWO

# PANELLISTS

---



## Nim Singh

*Media and PR Manager,  
Destination Canada*

Destination Canada will share details of their “Tourism 2030: A World of Opportunity” strategy and what this means for working with travel media. [\*\*\*destinationcanada.com\*\*\*](https://www.destinationcanada.com)



[See 2030 Transformational Tourism Strategy Release](#)



[Download Tourism 2030: A World of Opportunity](#)



## Sandra Ishmael

*Netherlands Tourism  
representing Amsterdam*

Sandra Ishmael is Director UK at the Netherlands Board of Tourism and Conventions. She started at the tourist board in 2006 as Consumer Marketing Manager and took over the reins as Director in 2011. Sandra’s career after university started in one of the buying departments at Marks and Spencer’s Head Office in London. She then took the decision to move overseas to Saint Lucia (Caribbean), where her travel career began.

Sandra worked for one of the leading marketing and PR agencies on the island and hence began her ‘masterclass’ in travel marketing and PR. Upon returning to the UK, Sandra worked in the marketing departments for both Garuda Indonesia (airline) and Sandals and Beaches Resorts, before moving onto her current employer. [\*\*\*holland.com\*\*\*](https://www.holland.com)

SESSION THREE  
**ILLUSTRATING THE STORY**  
**Responsible**  
**Visual**  
**Storytelling**  
**Beyond Stock**

---

**In conversation with photographers, presenters and documentary makers, we'll discuss what is critical when it comes to reporting on sustainability, conservation and communities. With these kinds of stories, stock imagery rarely cuts it, so we will gain tips and expert insight on capturing photography and videography (respectfully) to support these features, which is especially important as more traditional media outlets seek to support their articles with social and video content.**



HOST & MODERATOR

**Chris Coe**

*Founder of TPOTY (Travel Photographer of the Year) & BGTW Chair*

Chris is a professional photographer with over 30 years experience, photographing landscapes, people, travel, wildlife, architecture and more around the world. His work is commissioned for advertising and editorial projects, but is increasingly taking on both conservation-related projects and a mentoring dimension. He has shot over 50 travel and coffee table books and undertaken commissions for many multinational companies. His images have been widely published in newspapers, magazines and books. Chris has also written several books on photography and run many events and workshops in the UK and overseas. He has lectured for a range of companies including Fujifilm, Adobe and Apple and presented photographic features for TV  
[chriscoe.com](http://chriscoe.com)



## Elisa L. Iannacone

*Cinematographer & Artist*

Elisa L. Iannacone is a Canon Ambassador who has worked on six continents producing work for outlets such as Newsweek, National Geographic, and BBC World.

Covering challenging environments, from the Rabaa massacre in Cairo, the impact of Cyclone Idai in Mozambique, to domestic violence within Iraqi refugee camps, has fuelled her work with social consciousness. Her travelling art exhibition and book, *The Spiral of Containment: Rape's Aftermath*, detail her experience as a rape survivor healing trauma alongside 24 fellow survivors' voices, through the mediums of photography, film, holographic projections and soundscapes. Her work as DoP has screened on television, Amazon Prime, and film festivals around the globe.

She is a regular guest lecturer at universities, multiple times TEDx and event speaker, and the podcast host of the global campaign 'Conversations on Consent' to advocate for equality and human rights. Elisa founded Reframe House media agency to shift views on social justice through multi-media. Using magical realism to address human rights, her artworks have exhibited at the OXO Tower Bargehouse Gallery (London, 2018), Investec Cape Town Art Fair (2022), Constitution Hill Human Rights Precinct (South Africa 2022), Art4More (Athens 2022), and Xposure International Photography Festival in the UAE (2023). Her work is now a part of the Constitutional Court's Permanent Art Collection in Johannesburg. [elisaianacone.com](http://elisaianacone.com)



## Alex Outhwaite

*Travel Television Presenter & Journalist*

Alex Outhwaite is an award winning television presenter with popular travel shows broadcast worldwide on Amazon Prime, SKY & Travelxp. Known for her adventure & travel TV shows highlighting lesser visited destinations such as Kashmir, Guyana and El Salvador - Alex's show 'So You Think You Know' was the winner of 'Broadcast Programme of the Year' at the Trav Media Awards 2024. Whilst her show on Travelxp 'Off The Grid', was nominated for Travel Show of the Year at the Indian Television Awards.

After winning cooking competition 'Herb Heroes' judged by Masterchef's John Torode, Alex was chosen to present the travel and cookery show 'Quest' on SKY in the UK which saw her recreate 'forgotten dishes' in 17 states around India alongside food historians and tourism ambassadors. She has also fronted 'Timeless Tamil Nadu' & 'Backpack'.

She has built up a large social media following from her work with over half a million followers and has earned nominations for Video Creator of the Year on five occasions including at the USA Media Awards, Vuelio Awards and Travel Media Awards, as well as winning Social Impact Freelancer of the Year.

Alex has regularly spoken at events about travel and sustainability for National Geographic, Global Peace Chain Summit & Allianz Climate Camp and been a contributor on BBC, Travel & Leisure and Channel 5. [alifewelltravelled.co.uk](http://alifewelltravelled.co.uk)



SESSION FOUR

**ARRIVING & WRITING**

**Turning Slow  
Travel into  
Sellable  
Stories**

---

**With a rise in no-fly travel interest from the public and publications, we will discuss how to craft compelling narratives with those who have taken overland journeys – even circumnavigating the board without flying. How do you turn what some might call a mundane journey into an award-winning feature or epic novel? What are the challenges faced when reporting on overland travel? How do you even photograph a train journey? All will be answered.**



HOST & MODERATOR

**Claire Martin**

*Travel Blogger &  
Videomaker*

Claire specialises in travelling without flying. She spent five months travelling from Bali to London without flying, taking a variety of transport including a 60 hour coach, sleeper trains and a cargo ship across the Caspian Sea – all as a solo female traveller! She's also taken various overland trips through Europe and North Africa and driven around Australia. Claire shares tips for travelling without flying safely, affordably and enjoyably on her website, [YouTube channel](#), [Instagram](#) and [TikTok](#).

**[clairesfootsteps.com](http://clairesfootsteps.com)**

## SESSION FOUR

# PANELLISTS

---



## Holly Tuppen

*Travel Writer &  
Sustainability Expert*

[Holly](#) is a freelance writer and responsible travel expert who has specialised in sustainable travel since circumnavigating the world without flying in 2010. Former Editor of Green Hotelier, Holly now writes for the likes of The Guardian and The Times, as well as consulting on sustainability for hospitality and travel brands. She's also Communications Manager for conservation-led travel organisation, The Long Run, and Project Manager for a new initiative, Wildlife Heritage Areas. Holly's book, Sustainable Travel: The Essential Guide to Positive Impact Adventures, was published by Quarto Knows in 2021, and Slow Travel Family Breaks, by Bradt in 2022.

[hollytuppen.com](http://hollytuppen.com)



## Diana Jarvis

*Travel Photographer, Writer &  
Sustainability Expert*

Diana is a photographer and writer with an MSc in Environment and Sustainability and a curiosity for overland adventures. In the last eighteen months she has overlanded to Morocco in seven days, Albania in five days and Tunisia in two days. She also made it to Boulogne in northern France by just a bike and boat this summer. These stories have been/will be published in The Independent, The Guardian and Travel Weekly.

[dianajarvis.co.uk](http://dianajarvis.co.uk)

SESSION FIVE  
**PITCHING, WRITING & EDITING**  
**Sustainable  
Storytelling,  
Writing &  
Commissions**

---

**In discussions with editors, authors and writers, we'll learn how publications are approaching sustainability coverage in 2024/2025, gain some tips on crafting pitches that excite rather than preach, hear how weaving sustainability (from conservation to social sustainability) into more general features is important, and ask if, nowadays, "sustainable stories" should simply be called "stories"?**



HOST & MODERATOR

**Ash Bhardwaj**

*Author, Film-maker  
and Storyteller*

Ash is a podcaster, writer and the author of "Why We Travel". He has written for The Daily Telegraph, The Times, Huffington Post, The Evening Standard, City AM, Sunday Times Travel Magazine, BA Highlife, Etihad and Beyond Limits. His photography has appeared on the cover of The Times T2 magazine and he has produced programmes for Channel 4, the BBC, Animal Planet and Terra Mater. He's also produced documentaries and a 6-part podcast for The Telegraph, "Edgelands," presented the TV series On The Run, which launched on Insight (Sky platform). [ashbhardwaj.com](http://ashbhardwaj.com)



## Meera Dattani

*Journalist & Executive Editor at  
Adventure.com*

Meera Dattani is a freelance travel and culture journalist, and executive editor at award-winning website **Adventure.com** where she commissions and edits features from writers and photographers around the world. Focusing on community-led tourism, food/cultural heritage, soft adventure, and wildlife, her bylines include National Geographic Traveller, Wanderlust, BBC Travel, Condé Nast Traveller, Evening Standard, and the i paper.

She's also involved in mentorship work for emerging/aspiring travel writers, awards judging, speaking/moderating on panels for organisations such as Women In Travel, IMM, Adventure Travel Networking and Destinations, and is the founder/host of TravelWritingWebinars which offers informal professional development for travel media professionals

**X**

**Instagram**

**LinkedIn**



## Emma Gregg

*Travel Journalist, Editor, Author &  
Photographer*

Emma is an award-winning travel journalist, editor, author and photographer, specialising in responsible and ethical tourism who regularly reports from Africa's safari heartlands and covers sustainable travel and eco-adventures in the Americas, Australia, the UK and elsewhere, including low-carbon, flight-free holidays and journeys. Emma focuses on tourism initiatives and holiday activities that have a positive impact on habitats, biodiversity and fragile communities, Emma has a particular interest in eco-friendly independent travel, including wildlife-watching and cultural experiences.

Emma's features and news stories have appeared in National Geographic Traveller, The Guardian, The Times, The Independent, Rough Guides, Travel Africa magazine and numerous other publications in the UK and worldwide, in print and online. Over the years, she has interviewed leading conservationists, naturalists and guides, including Sir David Attenborough and Dr Jane Goodall. As an editor, Emma handles commissioning, sub-editing, picture editing and project management for books, magazines, websites, e-books and apps.

**emmagregg.com**

**CANADA\***



THANK YOU FOR ATTENDING THE BGTW'S...

# SUSTAINABILITY SYMPOSIUM

IN PARTNERSHIP WITH:



Please enjoy a drink on us  
at the bar and don't forget  
to share your day...

- #BGTWBetterWorld
- @ExploreCanada
- @HyattPlaceLondonCityEast

HOSTED BY:



HYATT  
PLACE™

London City East

[WWW.BGTW.ORG/BETTER-WORLD](http://WWW.BGTW.ORG/BETTER-WORLD)