



NEIL ROGERS

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PROFILE

Neil Rogers has over 30 years of experience in the fields of tourism, conservation and sustainable development.

As a business development and marketing specialist he's held senior positions with leading travel brands such as Journey Latin America in the UK, International Expeditions, Inc. in the USA, with National Geographic Legacy Award Winner The Lodge at Chaa Creek in Belize and with The Family Coppola Resorts, an award winning luxury resort operator with five resorts located in Belize, Guatemala, Argentina and Italy.

Neil has advised, mentored and been contracted by Development and Growth Agencies, Regional DMOs, incubation clusters and entrepreneurs for a variety of projects in the Nordic region including NCE Fjord Norway, Länsstyrelsen Norrbotten, Natures Best - Sweden's Quality Label for Ecotourism, the VisitSápmi indigenous tourism project, the Wild Norway adventure tourism cluster project, the Nature Tourism Development Project for SE Finland, *Tourism for Tomorrow* award Sustainable Destination category winner Destination Røros and as lead consultant for the Tourism Master Planning for Visit Lierne and Lierne National Park in Trøndelag, Norway.

He's conducted sustainable destination audits to test readiness to comply with Global Sustainable Tourism Council Destination Criteria (GSTC-D v.1) for leading Swedish destinations including Kiruna in Swedish Lapland; for the destination of Åre, Sweden's leading ski and winter sports destination and for Destination Järvsö, Sweden's second largest ski destination by ski pass sales volume.

As sustainable tourism advisor for Kiruna in Swedish Lapland he's delivered enterprise mentoring courses, export training, developed a digital communications strategy and tourism master planning for Kiruna in Swedish Lapland, Sweden's most important winter tourism destination. In partnership with Kiruna and Sustainable Travel International (STI) he developed Sweden's first cloud based sustainable destination management and monitoring system (SMS) for destinations and enterprise.

Rogers has consulted for a range of EU funded INTERREG projects in Sweden, Norway, Finland and the Baltic States, for the government of Guyana, UNDP Moscow and Wild Salmon Centre in Kamchatka, Russia and is a past member of the Belize Tourism Board's Marketing Advisory Committee.

He is a regular judge and inspector of the World Travel & Tourism Council's *Tourism for Tomorrow Awards*, is a past Chairman of the Destination Stewardship Working Group at the Global Sustainable Tourism Council / GSTC and is a current board member of the Adventure Travel Conservation Fund / ATCF. He's also been an invited speaker for numerous Innovation Norway events and at the UNWTO Euro-Asian Mountain Conference in Berchtesgaden.

GLOBAL POSITIONS

Board Member, Adventure Travel Conservation Fund

Elected as a board member of the Adventure Travel Conservation Fund / ATCF in October 2017. The ATCF's mission is to protect threatened communities, cultures and wild places throughout the world for their cultural, habitat and recreational value. ATCF members are a diverse group of leading adventure travel and outdoor recreation businesses who share a common ethos and responsibility to protect the resources from which the adventure tourism industry benefits. The ATCF provides grants to organisations outside of the USA and Canada who seek funding for projects that support the ATCF mission and funding criteria. Leading ATCF members include - REI Adventures, North Face, EXOFFICIO, Eagle Creek, Backroads, the ATTA, The Conservation Alliance and UnCruise Adventures. www.adventuretravelconservationfund.org

Past Chair, Destination Stewardship Working Group, Global Sustainable Tourism Council - June 2013-2015.

As Chair of the Destination Stewardship Working Group Rogers was actively involved in the development of the GSTC Sustainable Destination Criteria (GSTC-D v.1). GSTC-D v.1 is the global standard for Sustainable Destinations. The Destination Stewardship Working Group is comprised of leading experts from around the world including university professors, representatives of global institutions such as UNESCO, sustainability certification bodies, conservation professionals and global travel corporations such as TUI. Rogers has also been coordinating with Sustainable Travel International (STI) on the Early Adopter Pilot Project to help test the GSTC Sustainable Destination Criteria and Indicators. Participating Early Adopter destinations include pilot projects in the USA, China, Botswana, Norway, Lanzarote, St Kitts & Nevis, Chile, Peru, Sardinia and Kenya.

GSTC is the global body responsible for developing Global Sustainable Tourism Criteria and standards for any tourist industry sector or destination. www.gstcouncil.org

Judge and Inspector, World Travel & Tourism Council *Tourism for Tomorrow Awards*

The WTTC's Tourism for Tomorrow Awards identify the global leaders in advancing sustainability in the Travel & Tourism industry including protecting the environment, supporting cultural heritage preservation and helping to generate future employment. Rogers is part of the judges roster with a focus on the conservation award having judged in this section for the 2011, 2012 and 2015 awards. As part of the process the judges evaluate hundreds of applications from around the world with three finalists in each category being selected and physically inspected via on-site verifications. Rogers has been a past inspector in the destination stewardship, global tourism business and people categories auditing projects in India, Morocco and Norway. www.tourismfortomorrow.com

EMPLOYMENT HISTORY

CEO, rogers&co AB - 2010 to Present Date

rogers&co AB is a tourism consulting company based in Stockholm, Sweden focusing on adventure and nature based tourism development, training for the export process, capacity building for community and enterprise, individual and business mentoring, strategic master planning for DMOs and sustainable destination management.

Clients have included: NCE Tourism Fjord Norway, Innovation Norway, Visit Lierne, Kiruna in Swedish Lapland (KLEF), Destination Røros, Åre Destination, Naturturismföretagen / Naturens Bästa, Wild Norway, Länsstyrelsen Norrbotten, Destination Järvsö, Proneo AB, Børge Ousland's Manshausen Island, Treehotel AB; Owl Group Finland, Fish Your Dream AB, Friends for Conservation and Development (FCD) Belize, Belize's Protected Areas Conservation Trust Belize, Dulabab Travel, Adventure Travel Norway, Region Västerbotten, Västerbotten Experience.
www.rogersco.se

Dulabab Travel - 2017 to Present Date

Contracted by Dulabab Travel's founder Roger Hyde to help establish and operate Dulabab Travel as a UK based curator of travel for UHNW (Ultra High Net Worth) individuals www.dulabab.com

Director Sales & Marketing, The Family Coppola Resorts/Hideaways — 2005-12

Owned by movie and wine making icon Francis Ford Coppola The Family Coppola Hideaways is a luxury resort operator with hotels in Belize (2), Guatemala, Argentina and Italy. Rogers was responsible for overseeing sales and marketing strategy, implementation and budget allocation; B2B contract writing; copy writing; marketing; liaising with the PR department; product development and group sustainability policy. The award winning resorts gained recognition not only for their high level of quality and service but for their innovative sustainability strategies that included Rainforest Alliance verification for the hotels. Rogers implemented innovative community based programmes included establishing organic gardens for local schools; community conservation outreach; NGO support for the monitoring, conservation and protection of endangered species such as Scarlet Macaw and jaguar.
www.thefamilycoppolahideaways.com

Tourism Consultant - 1996-2005

Freelance tourism consultant working on a wide range of projects both in Sweden and internationally. Work in Sweden has included export training and stakeholder mentoring for the regional tourist boards of Skåne, Småland and Väst Svenska as well for VisitSweden, ALMI, the Swedish Ecotourism Society / Nature's Best, Umeå & Co, Åre Kommun and Siljan Turism. Global consulting included work for conservation institutions and NGOs; The Nature Conservancy; Oak Foundation and the NGO TIDE in Belize; UNDP Moscow and Wild Salmon Center in Kamchatka/Russia; the Government of Guyana in Iwokrama; CHANT in the US Virgin Islands; the development of a Signature (tourism) Route for the regional NGO alliance TRIGO for coastal communities and 20+ protected areas along the Gulf of Honduras in Belize, Guatemala and Honduras. During this period additional consulting work was also undertaken in Peru, Estonia, Norway, Finland and a Gulf of Honduras.

Director Latin America Development, International Expeditions Inc. USA — 1992-96

Rogers was initially employed by International Expeditions Inc. in Belize to coordinate their inbound operations. Clients included the World Wildlife Fund, The Nature Conservancy, National Wildlife Federation along with many museums, aquariums and zoos. In late 1994 Rogers was promoted to Director of Latin American Development at the company headquarters in the USA where he had the responsibility of growing International Expeditions business to the Latin America region. Rogers work focused on product development, sales and marketing for small groups and FITs to Belize, Guatemala, Mexico, Costa Rica, Ecuador, Peru, Bolivia, Chile, Argentina and Brazil. www.ietravel.com

Manager, The Lodge at Chaa Creek, Belize - 1989-92

Rogers was the first manager of the award winning Lodge at Chaa Creek in Belize. Rogers had the responsibility for managing as well as developing the lodge's extensive inbound operations and B2B contract writing. Chaa Creek is one of the world's leading ecolodges with over 120 employees. It is seen as a *best case study* for sustainable tourism, is Green Globe certified and won the prestigious National Geographic World Legacy Award in 2016. www.chaacreek.com

Tours Manager, Journey Latin America (JLA), UK - 1985-89

Rogers was initially employed as a tour guide by JLA and led tours in Mexico, Guatemala, Belize, Costa Rica, Venezuela, Ecuador, Peru, Bolivia, Chile, Argentina and Brazil. As Tours Manager in the company's London office he had the responsibility for designing and operating the company's extensive portfolio of tours and as part of the management team in the London sales office. JLA is now the largest specialist Latin American travel company in the UK. www.journeylatinamerica.co.uk

ADVENTURE TRAVEL NETWORK

With many years in the hospitality and tour operator sectors working with leading brands Rogers has establish a global network of high value contacts throughout the travel industry and associated media. He has attended 9 Adventure Travel World Summits and while working for Francis Ford Coppola owned resorts regularly attended the WTM in London, ITB in Berlin, the International Luxury Travel Market in Cannes and Pure Life Experiences in Marrakech.

Attending events for the Tourism for Tomorrow Awards, UNWTO, the Global Sustainable Tourism Council and Adventure Travel Conservation Fund has allowed Rogers build a truly global network within the hospitality, NGO, NTO and institutional sectors.

EDUCATION

BA Honours Degree Faculty of Social Sciences, Leicester University, UK - 1981

The Communications, Advertising and Marketing (CAM) Foundation, London - 1989 Awarded credits in Public Relations and Marketing.

SKILLS

Neil is a reliable team player that is able to deliver work and projects on time and budget. He has vast experience as a business mentor and advisor for micro and small enterprises as well as for project leaders, destination managers, NGOs and stakeholder groups. He has good people and mentoring skills, is extremely well travelled and is comfortable working in remote, developing world locations. Through his work with the World Travel and Tourism Council and Global Sustainable Tourism Council Neil maintains a high level network of travel trade, conservation and development professionals throughout Europe, Africa, the Americas, Asia and Australasia. He's familiar with using Value Chain Analysis methodology along with the Triple Bottom Line and 4Cs (Commerce, Conservation, Community and Culture) approach to sustainable development and in the developing world. He has a broad based knowledge of natural history, conservation, community development issues, archaeology and indigenous cultures.

He's an explorer at heart and has a passion for conserving and protecting natural and cultural heritage. His passion for conservation can be seen through his work in Belize where he's proud to have been awarded the prestigious title of *Friend of the Chiquibul Forest* by leading Belize NGO [Friends for Conservation and Development](#) (FCD).

Rogers is an accomplished photographer and copywriter. Instagram: [neilarogers](#) and [adventurecon](#)

IT Skills

- competent using Windows or Mac platforms.
- competent using Wordpress blogging platform

Language

English as a native language, Spanish basic work level, Swedish writing & speech very basic.

PUBLIC SPEAKING

Extensive experience in public speaking on tourism, conservation and community issues including as a speaker at:

- The Adventure Travel World Summit 2011 in Chiapas, Mexico
- The Wild Scotland Annual Conference in Perth 2013
- Keynote speaker at the Tillväxtverket (the Swedish Economic Growth Agency) and VisitSweden Destination Development Conference in Stockholm October 2014.
- The CANAECO / ITC (Costa Rica Tourist Board) international sustainability conference in San Jose, Costa Rica in September 2015
- Academy of Swedish Lapland, May 2016 - "Working with sustainability - how it works at the destination level, and how to implement it in companies".
- 2017 Sustainable Tourism Forum hosted by the Korea Tourism Organisation and Ministry of Culture, Sport and Tourism, Busan, South Korea. "Strategies for sustainable community-based tourism". Participated as part of a GSTC team led by GSTC CEO Randy Durband.
- 2018 Trysil Bike Conference, Trysil Norway. Contracted by Innovation Norway. Presented: "How future travel trends can help shape today's development strategies".
- 2018 North Norway Bike Conference, Tromsø Norway. Contracted by Innovation Norway. Presented: "How future travel trends can help shape today's development strategies".
- 2019 UNWTO Euro-Asian Mountain Tourism Conference, Berchtesgaden, Germany. Speaking and Panel Debate: The Future of Mountain Tourism - Challenges and Opportunities.
- 2019 Adventure Travel Conference, Dumfries, Scotland. Speaking on the link between adventure travel and the conservation of wild places.

PERSONAL

Nationality - British

Residency - Sweden, past residencies UK, Belize, USA.

DOB - 05 August 1959

Married with 2 adult daughters.

REFERRALS

Steve Barker

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