



BRIAN MULLIS

Brian T. Mullis' passion is centered on helping protect sense of place, improving livelihoods, and supporting resilient regional economies. Internationally recognized as an expert in sustainable tourism development, Mullis is the Founder and Chair of Sustainable Travel International, the leading nonprofit focused on harnessing the power of travel and tourism as a force for global good. He has nearly 25 years of executive-level experience in the travel and tourism industry and an extensive track record of successful project outcomes with private and public sector partners. He began his career working in National Parks in the United States, and owned and operated an international adventure and eco-travel company for nine years. During his career, he has developed industry-leading programs in the areas of low carbon tourism development, destination stewardship, market access, capacity-building, and sustainable tourism standards. His experience includes specialist knowledge of sustainable tourism policy, planning, and destination management frameworks that support biodiversity conservation, cultural-heritage preservation and localized economic development. He has extensive experience across the tourism value chain, having assisted hundreds of leading airlines, cruise lines, destination managers, hoteliers, Ministries of Tourism and tour operators in implementing best practice. His work has taken him to 55 countries across five continents.