

## Judy Kepher Gona

Judy Kepher – Gona, the Founder & Executive Director of Sustainable Travel & Tourism Agenda, is a mentor, an articulate public speaker and judicious sustainability assessor, strategist and campaigner. She has over 20 years' experience promoting better and inclusive forms of tourism and supporting the tourism sector, communities and conservation in Kenya and Africa to integrate sustainable and progressive practices in tourism and conservation. Judy has many notable achievements, contributions and recognitions. In 2018, she made list of 50 awesome scholars in tourism globally while in 2017 she made list of 100 top women in tourism in Africa. In 2019, she was winner of FORBES Woman Africa Sustainable Citizen Award. She has served in several boards of tourism and conservation organisations including Global Sustainable Tourism Council (GSTC), The International Ecotourism Society (TIES), Fair Trade Tourism- SA (FTT), and Director at African Fund for Endangered Wildlife (AFEW), Chairperson / Trustee of Basecamp Foundation Kenya, and Board member of AWF Kenya among others.

Judy has been an assessor for WTTC - Tourism for Tomorrow Awards and National Geographic – Unique Lodges of the World and World Legacy Awards, three time Chief Judge for Kenya's Eco-warrior Awards and Chief Judge for inaugural Tanzania Responsible Tourism Awards. In 2018, she co-designed the inaugural Africa Tourism Leadership Awards hosted by Africa Tourism Leadership Forum with Professor Marina Novelli of Brighton University. In 2015, Judy conceptualized and convened the first Sustainable Tourism Africa Summit. The Summit is now in its 6th year is Africa's premiere and leading sustainable tourism forum.

A strong advocate for effective integration of host communities in tourism and sustainable luxury, Judy believes the only future tourism has, is to be sustainable.

### Contact data

#### Judy Kepher Gona

Executive Director of Sustainable Travel & Tourism Agenda  
STTA Kenya

[judygona@sttakenya.org](mailto:judygona@sttakenya.org)



## Event

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

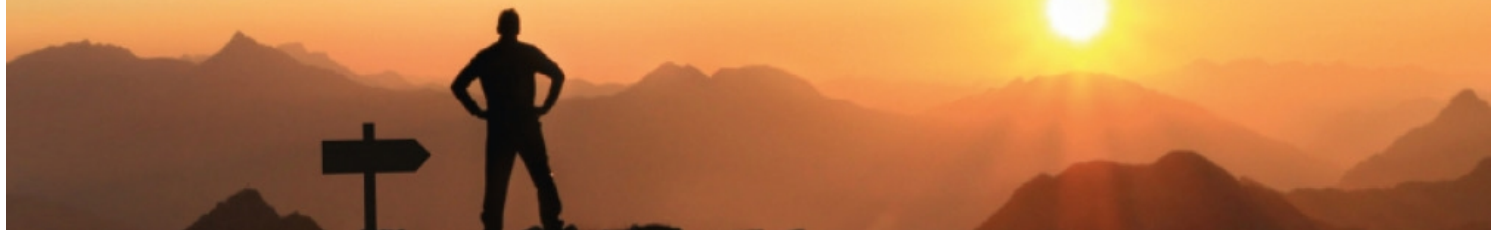
Kurzfristige Änderungen vorbehalten.

# SPEAKERS



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
**CONVENTION**



[The art of engaging and sustaining authentic indigenous experiences : Indigenous Tourism and Sustainability](#)

Wednesday, March 4, 2020, 14.00 - 15.00

Palais am Funkturm, ITB Convention Awards

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



**EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.