

**Justin Francis, Managing Director, [www.responsibletravel.com](http://www.responsibletravel.com)**

Justin graduated from Exeter University where he studied Physics. He soon began a career which spanned eight years at the advertising agency J. Walter Thompson. As Account Director he managed key accounts including Kelloggs, Nestle, Rowntree and Rolex. He worked in both the London and New York offices. In 1991 he took a sabbatical year and travelled widely throughout Africa; many of his experiences provided inspiration for the business which he would go on to set up.

After leaving JWT, he joined The Body Shop as Marketing Manager for The Social and Environment Agenda and then went on to head up Worldwide Marketing Communications and Marketing where he was responsible for all in store promotional materials for Body Shop stores around the world. He worked closely with the campaigning team, on campaigns against animal testing, Shell and on women's issues. He also worked closely with the Community Trading team.

He then went on to complete an MSc in Responsible Tourism at the University of Greenwich. With the academic grounding in responsible tourism and a keen understanding of the difficult issues that faced the travel industry, the idea for responsibletravel.com was borne out of a camp fire conversation with a village headman in Zambia.

The site was launched in 2001 and today it is the largest travel agent for responsible holidays in the world, screening and marketing thousands of holidays which bring travellers closer to local communities, cultures and environments.

Justin also founded and organises the worlds' biggest Award scheme for responsible holidays - the Virgin Holidays Responsible Tourism Awards [www.responsibletourismawards.com](http://www.responsibletourismawards.com).

He is widely quoted in the media. Recent appearances have included BBC Radio 4's Today Programme, BBC Radio 4's Excess Baggage, BBC Radio 5 Live and BBC World News. He has also written for The Guardian, The Times, The Independent and Travel Africa Magazine.

He has a diverse range of interests which centre around his passion for travel and wildlife. He particularly enjoys exploring new places in and around his home town of Lewes in Sussex, 'nature running' and frog watching.