

Megan Epler Wood is a thought leader, pioneer, teacher, and consultant on questions of managing sustainable tourism for destinations, business, and civil society. She has led her firm [EplerWood International](#) since 2003 to design net positive regional tourism development projects working in over 35 countries with support from the World Bank, IFC, IDB, GIZ and USAID. Since 2010 her research and teaching with [Harvard](#) and [Cornell](#) universities vetted a wide range of solutions to help protect destinations using science-based, technology-powered measures together with socially and environmentally responsible business development techniques designed to meet local economic development goals, and global SDG and Paris Climate standards. She is presently dedicated to helping global industry and governments to leverage the positives of tourism while genuinely addressing the tough questions of managing tourism as it scales upward after the historic COVID 19 downturn of 2020-2021. Epler Wood wrote her 2017 book, [Sustainable Tourism on a Finite Planet](#) and the 2019 report [Destinations at Risk; The Invisible Burden of Tourism](#) to address the gaps in governance, business and civil society models for meeting the aspirational goals of sustainable tourism worldwide. Her latest 2020 report, [A Marshall Plan for Tourism; Can it be built?](#) asks how the post-2020 travel and tourism economic recovery can be financed via blended investment which focuses on responsible small and medium enterprises and destination sustainability for the long-term.