



Anthony Climpson OBE FTS, (Employment and Tourism Manager, The New Forest Destination Project

Grew up on the edge of the Cotswolds. Trained as an artist and designer, working in polythene recycling, sales, publishing and listing magazines before being seduced by tourism. Established Dorset's first county tourism service before becoming Destination Manager in the New Forest where he's been for the last twenty five years.

Founder of the New Forest Tourism Association, the VICE/VERB model for sustainable destination management and the concept of "The Economics of Visitor Happiness". Past President and Fellow of the Tourism Management Institute, Board Member of the Tourism Alliance. Has participated in many national tourism policy and reform activities.

He Achieved National Beacon Status for the promotion of sustainable tourism in 2004 and awarded International winner of Best Destination & Best Personal Contribution in the 2007 Virgin Holiday World Responsible Tourism Awards. Climpson was awarded OBE in 2005 for services to tourism and is a keen musician and cricketer.

He was quoted in Leisure Week as saying "We have to make sure we stop the multinationals from taking over (tourism) and turning everything into a homogenous grey mass".