

TRAVEL AND HOSPITALITY

## Cond Nast Traveler launches Global Advisory Board, marking major editorial investment

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*In an effort to strengthen the publication's perspective on travel trends and current events, a newly-instated Global Advisory Board is helping raise the editorial bar. Image courtesy of Cond Nast Traveler*

By AMIRAH KEATON

*Cond Nast Traveler* is introducing its first-ever Global Advisory Board to readers around the world *Luxury Daily* exclusively presents the launch.

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Months in the making, the luxury travel outlet has been quietly establishing an influential collective of industry experts that will help raise the editorial bar, in an effort to strengthen perspectives on travel trends and current events. Reflective of *Cond Nast Traveler's* international presence, the cohort will speak to and for the magazine's many markets moving forward.

"*Cond Nast Traveler's* first global advisory board represents the brand's dynamic and international outlook," said Divia Thani, global editorial director at *Cond Nast Traveler*, London.

"Our board members are pioneers in their fields from hospitality to aviation, destination marketing to lifestyle and are some of the most exciting, successful and innovative leaders in the travel industry in their parts of the world," Ms. Thani said. "By bringing them together, *Cond Nast Traveler* is creating a unique platform for sharing their insights and insider knowledge and of course, their different perspectives."

Agents of change

Today, an impressive roster comprising *Cond Nast Traveler's* latest launch is revealed.

Bringing extensive sector knowledge and respective niches to the table, Global Advisory Board members are united by a shared commitment to sustainability, regenerative travel and related concerns of increasing importance.

The newly-instated participants will help steer editors on pertinent industry issues via a series of internal meetings, working with the publication to develop an authentic take on pressing matters.



Cond Nast Traveler's April 2023 cover. Image courtesy of Cond Nast Traveler

Inaugural admittees include Aditya Ghosh, cofounder, Akasa Air and former CEO and director, Indigo Airlines; Asma Al Fahim, Middle East lifestyle expert and founder, Villa 88; Barbara Muckermann, president and CEO, Silversea Cruises; Frances Geoghegan, founder, Healing Holidays; Joss Kent, founder, AndBeyond; Kalani Ka'ana'ana, chief brand officer, Hawaii Tourism Authority; Lindsey Ueberroth, CEO, Preferred Travel Group, and Beyond Green; Mei Zhang, founder, WildChina Travel; Penny Rafferty, executive chair, Luxury Lodges of Australia and head of sustainability, tourism, Australia; Sharan Pasricha, founder, Ennismore and owner, Gleneagles; Sherwin Banda, president, African Travel; Tina Edmundson, president, luxury, Marriott International.

As members tackle brewing topics, the publication plans to pepper coverage with timely concepts raised by the Global Advisory Board, inserting expert outlooks into engaging content ([see story](#)) on a consistent basis throughout the year.

Leaders are also expected to contribute to *Cond Nast Traveler's* live event lineup representatives cite the outlet's annual [Points of View Summit](#) as an example.

"This year, the board will be discussing a range of issues, from the potential return of the Chinese travel market to rising airline and hotel prices, summer travel plans and the most exciting innovations and changes in tourism," Ms. Thani said.

"The board informs our own leadership teams across 7 countries, and allows us to deepen our understanding of travelers across the globe."