

Role
Committee Member for England, Midlands & East
Emma Fernandes-Lopes is a passionate visitor experience lead with operational and commercial expertise across the charity sector.

Emma has worked in conservation and heritage for nearly 20 years, first in a research capacity and then across advisory, operational, and strategic leadership roles. Coupled with a Masters in Tourism, Development and Policy from the University of Exeter, Emma has a particular interest in social inclusion across the sector and understanding visitor behaviour to encourage more engagement within heritage spaces, now and into the future. Her dissertation focused on film-induced tourism, and this continues to be an interest today.

Working at English Heritage, Emma leads a large operational team in managing the portfolio of sites across the East of England, bringing a good blend of commercial and creative expertise to the table.

Emma is driven by all things visitor experience, with experience of setting the strategy, delivering on the ground and supporting small to large scale projects that impact positively on places, people and the planet. She is driven and supported by her young family, working for the love of accessible heritage that connects widely and resonates powerfully to ensure what is here today, is there for the world to enjoy tomorrow.