#### UNWTO NOV 2016 LUXOR, EGYPT

#### TOURISM OPTIMIZER PLATFORM

PANELIST DIEGO FUENTES

#### NEW TOURISM SECTOR

# \$12.5 Billions

#### DELEGATIONS GOVERNMENTS

REQUIREMENTS



SUCCESS
PROVIDERS
DESTINATIONS



### "IT WOULD BE BETTER IF EVERYONE USED A COMMON LANGUAGE"



A NEW TOURISM CONCEPT

## GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

SUPPORTED BY THE UNWTO AFFILIATE MEMBERS PROGRAMME

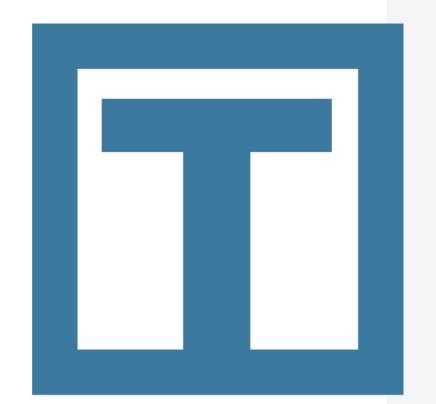


# GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

GOVERNMENTS AND INSTITUTIONS



SATISFIED REQUIREMENTS



STANDARDIZED

**SECTOR** 





# GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM

"THE TOURISM SECTOR IS ALIVE"
"WE ARE HERE TO HELP YOU"

# GOVERNMENTAL AND INSTITUTIONAL TRAVEL AND TOURISM