



TPO NETWORK

WORLD CONFERENCE & AWARDS 2012

MATRADE EXHIBITION AND CONVENTION CENTRE (MECC),
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TRANSFORMING TPOS' BUSINESS THROUGH INNOVATION ENHANCING TPO IMPACT ON EXPORTING SMES THROUGH INNOVATION

BIOGRAPHICAL NOTE

Mr. John Kester

Programme Manager of Tourism Trends and Marketing Strategies,
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Mr. Kester is Programme Manager of Tourism Trends and Marketing Strategies at the World Tourism Organization (UNWTO) a specialized agency of the United Nations, based in Madrid, Spain.

He started his career in the UNWTO Secretariat in January 1997 and, since August 2006 he is supervising the team that carries out the activities with regard to short-term and long-term trends in tourism and forecasting, marketing and promotional techniques, and competitiveness as formulated in the General Programme of Work of UNWTO.

Since its inception in 2003, he has been involved in the development and compilation of the UNWTO World Tourism Barometer, a publication aimed at monitoring the short-term evolution of tourism. He has been in charge of the final editing of the various volumes of UNWTO's long-term forecast study Tourism 2020 Vision and is currently involved in the update of the long-term forecast Tourism Towards 2030.

Mr. Kester has given numerous presentations and workshops around the world on issues related to international tourism, trends, data analysis and research, marketing and competitiveness.

On behalf of UNWTO he participates in the development of the Travel and Tourism Competitiveness Index of the World Economic Forum), published since 2007 in The Travel and Tourism Competitiveness Report.

Before joining the UNWTO, Mr. Kester worked for seven years at Statistics Netherlands as researcher in the field of socio-cultural statistics.

Mr Kester is a graduate of the University of Leiden (the Netherlands) in Social Science with a specialisation in research methodology and data analysis.

