

Joy Lacana
European Director of Tourism Sales
Near



Election Address

I am passionate about our industry as there's just no other industry like ours. What I love most is the genuine individuals working in the industry, supporting of each other, and advocating for one another – this could not have been made clearer during the turbulence caused by the pandemic. I have seen so much compassion and kindness towards and the relentless push to tourism recovery.

I would like to put myself forward as a board of directors under the General sector. I would love the opportunity to showcase how data can help generate tourism recovery, sustainability, and growth. I want to help and support my industry colleagues to be comfortable working with data, how best to analyse them and create reports that will help generate strategies for the future.

Biography

Joy has been in the travel & tourism industry in the past 25 years, primarily in sales, marketing & PR. She has worked with international brands such as Emirates, Club Med, JacTravel (now WebBeds), AVIAREPS and IMG.

Joy has worked with some of the top tourism boards to include destinations such as the Maldives, Valencia, Tenerife, Uganda, Barcelona, Medellin, Dallas FW, Philippines, Cognac, plus tons more! She has worked on major campaigns from OOH, connect TV travel shows, digital, social media, influencers, and print campaigns. She has also led/project managed several major events such as ELA, Experience Latin America, WTM for many tourism boards and hotels. She's also created a lot of experiential events to many tourism boards.

She has recently joined Near as their European Director of Tourism, specialising in privacy-led data intelligence on human movement data. The company have access to location data on over 1.6 billion people globally and they serve data to over 300 travel & tourism companies to help them make better decisions. Joy leads the efforts in Europe and expects to be expanding her team before the end of the year.

Joy has always been interested in data insights and trends which has become the basis for all strategies she's created. She advocates the use of data across all sectors in the tourism business to support growth, sustainability, better visitor experiences and future developments.

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