

MANUEL BUTLER

Director

Spanish Tourist Office in UK



Election Address

Needless to say Transportation, and specially Air connectivity is key for the Tourism Industry. On the other side Sustainability is on the business and political agenda in the UK and the EU. It affects in a high degree aviation, on which Tourism is extremely dependable.

Sustainable travelling is the biggest challenge we are facing in the midterm. To think strategically and connecting the spots of the value chain is crucial in this field. My experience could serve to the benefit of all, and especially because my deep knowledge of the UK's and Spain's Tourism Industries, which form the strongest worldwide tourism alliance. But I am not thinking in terms of Spain, I am thinking more broadly, the challenge affects to all of us, and we have to address it through collaboration in a generous manner. The ITT is the perfect place to collaborate in an open-minded way. I will put my knowledge and network capabilities at the disposal of the ITT to progress on our common big challenge for the coming decade. I mean it.

Biography

Born in Madrid, 1959. Over 30 years of experience in Tourism, especially in Europe (Germany, UK and Spain), North America and Latin America, in executive positions both in the private and public sectors. Until 2021 he was Executive Director at UNWTO, and previously General Director at TURESPAÑA (twice) and President of the European Travel Commission (ETC). He firmly believes in the market research and putting back people at the centre of the Industry, and he conducted a tremendous transformation in TURESPAÑA developing jointly with Coca-Cola Co. a bespoke clustering of the flows of tourists to Spain. At the UNWTO he achieved to expand the INSTO Observatories, the election of Spain as co-leader at ONE PLANET, and the Circular Economy Study with the Spanish Hotel chains, among others. Highly interested in Transport and Sustainability he is member of the committees of Sustainability at ITH-CEHAT (Spanish Hoteliers Association) and ABTA and AITO, and was member of the Board of Directors of AENA (Spanish Airports Operator) and Adviser of the Secretary of State in the Spanish Ministry for Transport and Infrastructure. Ph.D. Naval Architect at the Politécnica University of Madrid he has a post degree in Corporate Finance (London Business School) and PADE degree (IESE Business School) and was invited by Fundación Rafael del Pino at the Harvard University in Boston to the Global Leadership Workshop in 2018. Currently he is the Director of the Spanish Tourist Office in London, position he has already held from 1999 through 2004.

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