



Press Release

Source: Green Globe, Ltd.

Travel and Tourism Industry Veteran Juergen Steinmetz Added to Green Globe Advisory Board

Green Globe will partner with eTurboNews for news distribution in the travel and tourism industry

LONDON, UK--Jul. 25, 2023 (via *Green Globe News*)--Green Globe, Ltd., owner of the Green Globe brand and licensee of all Green Globe programs worldwide, has appointed Juergen Steinmetz, Founder, Publisher and CEO of eTurboNews, one of the world's most influential and most-read travel and tourism publications, to its Advisory Board. The brand will also align with eTurboNews to distribute information about its activities, as applicable, to the travel and tourism industry.

Juergen Steinmetz has continuously worked in the travel and tourism industry since he was a teenager in Germany, beginning as a travel agent up through today as a publisher of [eTurboNews](#) (eTN). eTurboNews is a daily bulletin of reports written by a global team of contributing editors, writers, guest analysts and occasional correspondents, focused on events, company news, market trends, new routes and services, political and legislative developments relevant to travel, transport and tourism, and issues relating to tourism's role in the fight against poverty, and the industry's responsibility for the environment and human rights.

Mr. Steinmetz is also Chairman of ICTP and CEO of [TravelMarketingNetwork](#), which specializes in the travel and tourism marketing representation and consulting and offers clients a full range of marketing related services: strategic brand planning, direction, and management, research, marketing, advertising, PR/media relations, events and general travel trade establishment and representation. In 2018, he was a founding member of the newly established African Tourism Board.

His experiences include working and collaborating with various national tourism offices and non-governmental organizations, as well as private and non-profit organizations, and in planning, implementing, and quality control of a range of travel and tourism-related activities and programs, including tourism policies and legislation.

Mr. Steinmetz's major strengths include a vast knowledge of travel and tourism from the point of view of a successful private enterprise owner, superb networking skills, strong leadership, excellent communication skills, strong team player, attention to detail, dutiful respect for compliance in all regulated environments, and advisory skills in both political and non-political arenas with respect to tourism programs, policies, and legislation.

He has a thorough knowledge of current industry practices and trends and is a computer and Internet junkie.

“As a highly respected news publisher in the travel and tourism space, Juergen and eTurboNews are ideal partners for the Green Globe brand,” commented Steven R. Peacock, Managing Director of Green Globe, Ltd. “Juergen provides not only successful business leadership experience but also a thorough knowledge of current travel and tourism industry practices and trends. His perspective will be invaluable to our Advisory Board as we expand uses of the brand in all sectors.”

Green Globe recently launched its new brand website at <https://www.greenglobeltd.com>, which includes a blog, initial Green Globe partner products, planned sustainability initiatives around the world, the illustrious history of the brand, The Green Globe Manifesto, and more. People who share Green Globe's concern for the planet and would like to support our efforts implement the circular economy around the world are encouraged to follow us on Twitter at <https://twitter.com/GreenGlobeBrand>, on LinkedIn at <https://www.linkedin.com/company/green-globe-ltd/>, and sign up to receive updates from the brand by filling in the fields at <https://www.greenglobeltd.com/contact>.

About Green Globe

The Green Globe brand, owned by Green Globe, Ltd., a UK company, is committed to promoting and implementing the concept of a circular economy in communities, countries, and regions around the world, both directly and through its licensees. Green Globe traces its roots to the United Nations Rio de Janeiro Earth Summit in 1992, where heads of state from around the world acknowledged, as a group, the impact of human socio-economic activities on the environment and the urgent need to address environmental degradation. First developed within the World Travel & Tourism Council (WTTC) in 1993, the Green Globe logo has long been recognized around the world as a symbol of environmental responsibility and social impact. Today, the brand and its associated programs hold even greater promise as the world further embraces the need for sustainability, diversity, equality, inclusion, and response to global climate change as essential core values. More information can be found at www.greenglobeltd.com.

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