

## Juergen T. Steinmetz



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.