



Laura Fandos
Manager, Tourism strategy, dit&idt

Degree in Law by the University of Valencia.

Member of the Spanish Association for Strategic Planning (AESPLAN).

l.fandos@ditglobal.com

Ms. Fandos is specialised in the development of creative, innovative solutions tailored to emerging and mature tourism destinations. Since the year 2000, she has participated in the drafting of strategic and competitiveness plans for nations (Spain and Mexico), states and regions (Andalusia), and destinations, including in-depth expertise in working with local communities in endogenous development based on tourism.

Her expertise as a planner provides unusual strategic insight to tourism product development, combining in one equation tourism intelligence, market analysis, a thorough understanding of the tourism value chain, destination management models and marketing strategies. Ms. Fandos' ample experience in product development internationally has provided her with great ability to identify and communicate the defining values of a destination or product. She is specialised in defining and launching singular tourism products. For the last three years, she led the design and launching of privileges-pain - a set of high value-added, experience-based tourism products - for the Spanish Tourism Board (Tourspain).

Ms. Fandos is also involved in guaranteeing the efficiency of public action through in-house partnerships with tourism management organizations at all levels. She offers her expertise to diagnose and re-orient current planning, budget architecture, monitoring, capacity-building inside the team and comprehensive communication strategies.

Prior to joining dit, Ms. Fandos accumulated hands-on experience in SME capacity building at developing destinations as co-ordinator of the International Finance Corporation (IFC)/Global

Environmental Fund (GEF) Small and Medium Enterprise Program for International Expeditions, Inc.- the leading US eco-tourism tour operator selected as partner in the program by the IFC-.