



Travel, Tourism, and Transformation:

A Globalization Dialogue Promoting Sustainable Tourism as a Roadmap to National Pride, Economic Development, and World Peace

Recognizing the UNWTO's International Year of Sustainable Tourism for Development, 2017

United Nations • 23 and 24 August • NYC, USA

The "Travel, Tourism, and Transformation" Conference is a roadmap to national pride, economic development and world peace. Celebrating the 2017 International Year of Sustainable Tourism for Development in partnership with the World Development Foundation and the UN WTO, its purpose is to demonstrate ways in which eco and cultural tourism can promote sustainable development through global cooperation.

The 2017 International Year of Sustainable Tourism for Development is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.



Alexa Poortier is the Founder of NOW Transforming Hospitality GmbH, a legacy project with a mission to boldly advance sustainability, social responsibility and principled business practice in the travel industry.

Alexa had the privilege to reside and travel worldwide and believe that we all have the responsibility to act NOW to help keep our planet healthy for us and future generations. Having seen how travel drives economies and growth and the negative impacts travellers create in destinations, Alexa believe that informing, inspiring and empowering the billion travellers about sustainability creates a billion opportunities to drive and support positive change.

Thirty five years of international work experience includes a VP, Global Distribution and Business Development role with NewsCorp/Star Network, Sumitomo/JetTV and CNBC/ABN; a Group Director role with Edelman/JMA PR in Taiwan and China; and an advisory, operational and PR role with luxury hotels in Canada, HK, India and Switzerland.