



Michel Durrieu

Director of Tourism at the Ministry of Foreign Affairs and of Atout France from 2014 to 2017, he was also Permanent Representative of France to the World Tourism Organization and administrator of Atout France. He participated in the development of the strategy for the French destination. He is the founder and member of the Bureau of the Conference of Training for Excellence in Tourism and a founding member of the Association Goût de / Good France alongside Alain Ducasse and Guy Savoy.

For more than 23 years in the private sector, Michel Durrieu was Executive Director in Spain, Latin America and the Mediterranean region of Carlson Wagonlit Travel, the world leader in business travel management and "Meetings & Events", Marketing & e-business Director TUI Spain (member of the New Media / e-Business Board of TUI AG in Hanover) world leader in leisure tourism and Managing Director Spain and International Director of the Internet subsidiary of Nouvelles Frontières.

Foto: ©Cecile Marlier-Vila

Company description

Nouvelle-Aquitaine is the largest French region and is both diverse and surprising. If you are keen on nature, wide open spaces, vibrant cities, mythical beaches, this is the place for you ! There are 750 kms of fine sandy coastline along the Atlantic, with ports from Bayonne to La Rochelle, the 110-metre-high Dune du Pilat, islands such as Ile de Ré and Ile d'Oléron, and exceptional nature with five regional nature parks. Such diversity attracts over 32 million tourists each year and makes Nouvelle-Aquitaine the top holiday destination for the French.

Kontaktdaten

Michel Durrieu

General Director Nouvelle-Aquitaine Regional Tourist Board
Nouvelle-Aquitaine Regional Tourist Board



Veranstaltung

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

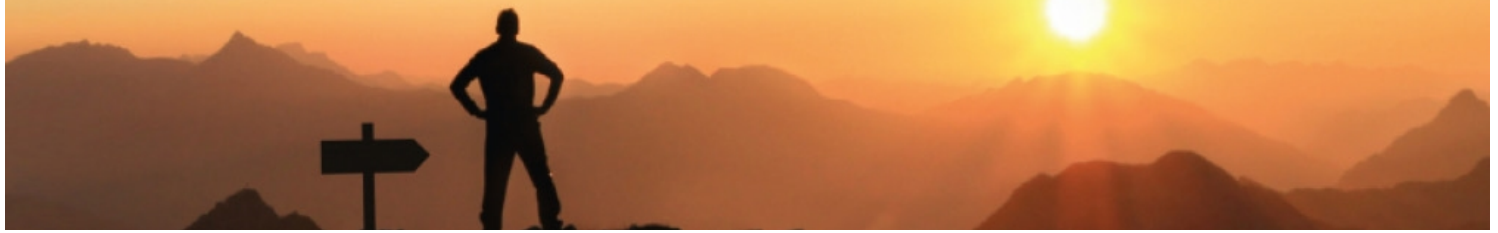
Kurzfristige Änderungen vorbehalten.

REFERENTEN



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION



[Spielend zum Erfolg: Gaming und sanfter Tourismus in Nouvelle-Aquitaine](#)

Donnerstag, 5. März 2020, 11.15 - 11.45 Uhr

Halle 7.1b, eTravel Lab

Official Partner Country
ITB Berlin 2020



EXPERIENCE OMAN

Co-Host ITB Berlin Convention 2020



世界旅游城市联合会
World Tourism Cities Federation



Hochschule
Worms
University of Applied Sciences

EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.