



## Kirsi Hyvaerinen

Kirsi Hyvaerinen has worked in the intersection of destinations, associations, NGOs, small and medium-sized businesses, international development agencies, local and national governments since the mid-90s, supporting their joint development from master planning to operational excellence, as well as market access of new nature-based tourism products (e.g. "Wilderness Hiking and Biking Montenegro", "Peaks of the Balkans", "Via Dinarica", wildlife conservation tourism, community-based tourism). As consultant, trainer and facilitator, she focuses on sustainable tourism, change and diversification in emerging destinations, branding and marketing. Prior to founding PRÁTTO Consulting in Montenegro 2013, Kirsi worked as B2B marketer for Latin American destinations and SME (1995-1998), further as a regional DMO director in the Black Forest. In her role as senior advisor (2006 – 2013) to the National Tourism Organisation of Montenegro, she worked with the ministry, NTO management and team, linking with hundreds of national and international stakeholders and partners. In her former position as a specialist of Travel, Leisure and Tourism at KPMG Consulting (later BearingPoint) Kirsi worked 2001-2008 with a diverse range of clients, from leading travel technology providers to destinations. Today, she is co-founder and partner of ITB Advisory, as well as chapter leader of the Travel Massive Montenegro network. Since 2018, she serves in the Management Board of the Global Ecotourism Network. In education and research, Kirsi is a regular guest lecturer at European universities specializing on sustainable development, tourism management and marketing. Under her project management since 2003, the VDR Business Travel Report Germany delivers representative facts and trends on occupational mobility. Of Finnish origin, Kirsi loves nature and its protection is close to her heart. She holds a degree in Business Administration from Heilbronn University of Applied Sciences, Germany. Since 2006, her "basecamp" is in the mountains of Montenegro.

## Kontaktdaten

### Kirsi Hyvaerinen

Managing Director

PRÁTTO Consulting Partner, ITB Advisory



## Veranstaltung

### SPEZIAL ZUM INTERNATIONALEN FRAUENTAG

Freitag, 6. März 2020, 13.00 - 14.30 Uhr

Palais am Funkturm, ITB Kongress Awards

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.