

CARRER ANNAMARIA

SUMMARY

30 plus years in Tourism industry with 8 years at Director level with heavy experience in global and national marketing, sales, promotion, management, contracts, product development & launches, new market analysis & development.

WORK HISTORY

Tourism & Travel Consultant 2013 - current

- ❖ Founded “Italian ABC” providing travel consulting services to companies, state agencies and foreign FIT travelers coming to Italy.
- ❖ Consulting to provincial tourism agency Director and organizing education tours for foreign media.
- ❖ Assisting the municipality of Ronciglione to promote their land as a tourism destination, supporting the Mayor in the public relations with the Public Administrations of Tourism and preparation of press releases related to tourism activities. Managing the “Board of Tourism” to coordinate the different parties involved in the tourism activity, organizing educational events to improve the level and quality of hospitality of the town.
- ❖ Development of new market product for Incoming Italian Tour Operators
- ❖ Marketing Outgoing Tour Operator in foreign countries, mainly Japan.
- ❖ Consulting the Tour Operator Association of Vico Lake in their activity of destination and business promotion.
- ❖ Planning and assisting, as tour leader, FIT and Group travelers to Japan and USA

Tourism & Travel Consultant 2004 - 2013

- ❖ Founded “MottolItaly” providing marketing consulting services to Azienda di Promozione Turistica di Roma, Regione Lazio – Assessorato al Turismo (Official State Tourism Board of Rome and Lazio Region). Tourism Promotion Director managing the promotion for the city of Rome and its territory in Italy and in foreign countries, with emphasis on overseas and BRIC markets. Organizing educational tours and international workshops, attending international fairs and events, creating promotional material suitable for each tourism market and traveler targets.
- ❖ Managing Director for the launching and operation of new tourism business products such as 3DRewind Museum in Rome and San Gimignano 1300 in San Gimignano (Tuscany) in national and international markets. Responsibilities included: market survey, SWOT analysis, customer care, price policies, bench marketing, advertising, operating budget development, human resources.
- ❖ Tourism promotion consultant for the following companies: Italy by Marche, Puglia Imperiale, Azienda vitivinicola Spinato, Consorzio Alta Valle del Tevere, Calipso Event, CBS, Azienda Romana Mercati, Mediavision, Hotel La Griffe, Ristorante Nuova Stella, La Valle del Marta, Associazione il Lago a Colori, Hotel Doria, Ottica Vasari, Polvani Tour, Metha Travel, Tutta Italia, Office Magnifica, Jokoso Italy, Yellow Guide Japan, ecc.

CARRER ANNAMARIA

Green Line Tours, S.p.A. – Tour Operator 1995 - 2004

- ❖ Japanese Department Manager
- ❖ On Line Marketing Manager
- ❖ Customer Service Manager
- ❖ Licensed Tour Leader

Free Lance Tour Leader - 1985 – 1995

FOREIGN LANGUAGES

- ❖ Italian: Mother tongue
- ❖ English: Fluent
- ❖ Spanish: Fluent
- ❖ Catalan: Fluent
- ❖ French: Average
- ❖ German: Basic