

ENDORSEMENT LETTER FOR UN TOURISM SG CANDIDATE: GLORIA GUEVARA

Dear UN Tourism Member States,

We, the undersigned, are writing to express our full and unequivocal endorsement of Gloria Guevara as the next Secretary General of UN Tourism.

Having known and/or worked with Gloria for many years, from her tenure as Minister of Tourism of Mexico and later in her leadership roles at the World Travel & Tourism Council (WTTC) and at the Ministry of Tourism of Saudi Arabia, we can confidently attest to her exceptional leadership and her outstanding ability to bring together the public and private sectors to make lasting positive impact on the tourism sector.

Throughout her 35-year career in tourism, Gloria has demonstrated unparalleled expertise in creating jobs, fostering investment, and driving sustainable growth across the global tourism sector.

We believe that Gloria's unique blend of public and private sector experience, combined with her global vision and strategic foresight, uniquely qualifies her to serve as Secretary General and lead UN Tourism into the future.

In particular, we recognise:

- Her focus on increasing the value to member states of UN Tourism by being totally Member-centric
- The commitment to developing an enabling environment to fuel innovation, entrepreneurship and investment; as well as supporting growth and skills development within the sector
- Gloria's ability to enhance crisis readiness and resilience; as well as boost tourism's overall seat at the table of the wider UN ecosystem

We respectfully request the support of your government given your involvement in the decision-making process, as we firmly believe Gloria Guevara is the best candidate for this critical role.

Sincerely,



FOR THE STAY™

Christopher J. Nassetta
President and CEO
Hilton



Anthony Capuano
President and CEO
Marriott International



Ariane Gorin
CEO
Expedia Group



Sébastien Bazin
Chairman and CEO
Accor



Elie Maalouf
CEO
IHG Hotels & Resort



Mark Hoplamazian
President & CEO
Hyatt Hotels Corporation



Jane Jie Sun
CEO
Trip.com Group



Dara Khosrowshahi
CEO
Uber Technologies

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Chairman and CEO
Melía Hotels International

ABERCROMBIE & KENT

Mandredi Lefebvre d'Ovidio
Chairman
A&K Travel Group and
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Desiree Bollier
Chair & Global Chief
Merchant
Value Retail Management



Gianni Onorato
CEO
MSC Cruises



Paul Abbott
CEO
American Express GBT



Federico J. González
Executive Vice Chairman /
CEO
Radisson Hotel Group
/Louvre Hotels Group



J.D. O'Hara
Chief Executive Officer
Internova Travel Group



Ritesh Agarwal
Founder and CEO
OYO



Raúl González
CEO EMEA
Barceló Hotel Group



Luis Maroto
President and CEO
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Kurt Ekert
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Sabre



Greg Webb
CEO
Travelport



Carlo U. Bonomi
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Matthew D. Upchurch
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Chief Executive Officer
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Enrique Ybarra
President, Founder & CEO
City Sightseeing Worldwide



Vikram S. Oberoi
CEO & MD
The Oberoi Group



Gaurav Bhatnagar
Co-founder and Jt. MD
TBO Tek Ltd

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Puneet Chhatwal
MD & CEO
IHCL

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José Antonio Chapur
President
The Palace Company



Clement Kwok
Executive Director and
founder
Hong Kong and Shanghai
Hotels



Neil Jacobs
CEO
Six Senses



Gilda Pérez Alvarado
CEO Orient Express
Chief Strategy Officer
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Encarna Piñero
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Suphajee Suthumpun
Group CEO
Dusit International



Bruce D. Wardinski
Chairman and CEO
Playa Hotels & Resorts



Ayhan Bektas
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Coral Travel Group



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CEO
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Enrique Jose Sarasola
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President
Room Mate Hospitality &
Leisure



Gabriele Burgio
Chairman and CEO
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William Heinecke
Founder and Chairman
Minor International
PCL



Sam Gilliland
Chief Executive Office
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Aileen Clemente
Chairman & President
Rajah Travel Corporation



Budi Tirtawisata
Group CEO
Panorama Group



Daniel Richards
CEO and Founder
Global Rescue Companie



Robin Ingle
CEO
Ingle International



Alejandro de la Osa
CEO
Europamundo Vacaciones



Martin Zanone
Managing Director
Eurotur SA

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Mario Fuenzalida
Chairman
Cocha Travel



Erkan Yagci
Executive Board Member
Concorde Hotels



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Grupo Posadas



Jeremy Jauncey
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Esteban Torbar
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Sabina Fluxa Thienemann
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Kevin McAleenan
Former CBP
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Frank R. Rainieri
Founder & Chairman of
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Turismo: Motor de la Economía y el Crecimiento

