



John Perrottet
Senior Tourism Specialist World Bank

John Perrottet has worked in tourism for 30 years, mostly in emerging markets where he specializes in tourism sector development and investment generation. His experience extends across the developing world – in Africa, Asia and the Pacific, Latin America and the Caribbean, South Eastern Europe and the Middle East where he has advised governments and private clients.

He is currently the Senior Tourism Specialist in the Trade & Competitiveness Global Practice at the World Bank. His work involves helping governments and industry work together - building competitive tourism offerings, establishing attractive investment environments and mobilizing the right type of investment which builds destinations, creates sustainable jobs and improves peoples' lives.