



Gergana Nikolova
Regional Manager – Europe, Adventure Travel Trade Association

Gergana is a sustainable tourism specialist with experience in tourism business development, industry collaboration, and customer orientation. Her professional experience has exposed her to the different segments in the travel industry enabling her 360° perspective on the sector. She has worked in the private sector with one of the leading hospitality groups (Starwood), collaborated with public institutions and coordinated multi-stakeholder programs under international donor programs. Different work projects have taken Gergana to different parts of the world: she has worked in the US, Latin America, Europe and most recently Asia.