



**Manuel Butler**  
**Executive Director, World Tourism Organization (UNWTO)**

Manuel Butler (Spain, 1959) was appointed Executive Director of the United Nations Agency - World Tourism Organization (UNWTO) in June 2018.

He is State Civil Administrator since 1985 and was the Director (CEO) of TURESPAÑA in two periods (2012-2013 and 2016-2018). His objectives were to modernize the organisation and to focus the agency's activity on the attraction of a quality and sustainable international tourism towards Spain. In 2013 he was elected President of the European Travel Commission (ETC).

He holds a PhD in Naval Engineering (Politécnica University–Madrid), a post-graduate Program in Senior Management of the IESE Business School (PADE) and a Postgraduate Program in Corporate Finance at the London Business School.

He has extensive experience in Tourism, namely in Western Europe, North America and Latin America, acquired for more than 30 years working in management positions, both in the public and the private sectors. He has been Tourism Counsellor at the embassies of Spain in the United Kingdom, Ireland, Colombia and Germany and at the Consulate of Spain in Miami (USA), where he boosted Spain as a cruise destination. He is highly oriented to Strategy, he was Technical Director of Plan Turismo 2020 and supervised the Plan Nacional e Integral de Turismo (2012-2016).

He was a member of the Executive Committee of the Instituto Tecnológico Hotelero (ITH), of the advisory committees of the three most important international tourism fairs: FITUR (Madrid), ITB (Berlin) and WTM (London), and of the Board of Directors of AENA (Airports), Aldeasa (Dutyfree) and Urlaub & Reisen (market intelligence). He has published numerous articles on tourism and has been lecturer in the Politécnica University (Madrid, Naval Architects), and the Instituto de Empresa - Madrid, among others.