

## PRESS RELEASE

### **ANJA LOETSCHER NAMED ONE OF 2016'S MOST INFLUENTIAL PEOPLE IN THE MEETINGS INDUSTRY BY *SUCCESSFUL MEETINGS***

Geneva, July 6<sup>th</sup>, 2016 - Anja Loetscher, Director of the Geneva Convention Bureau, has been named one of the [25 most influential people in the meetings industry for 2016](#) by *Successful Meetings*.

"This year's list of impact players represents a diverse group of exceptional professionals - some being recognized for the first time, alongside past honourees whose work continues to drive the industry forward," said Vince Alonzo, Editor-in-Chief of *Successful Meetings*.

"Anja Loetscher was honoured as an influential Educator for putting Geneva - best known for its lake, banking, and role as headquarters of many UN agencies and international associations, such as the International Committee of the Red Cross - on the map as a meetings destination. Additionally, as a DMAI board member, she has played a key role in bringing the organization's DestinationNEXT project to fruition and working to align the European meetings industry behind it."

During the past 20 years, Anja has held several senior management and leadership positions, notably as Regional Director Europe at TravelClick and as Vice President EMEA Sales Kempinski Hotels & Resorts. In 2007, she moved to Geneva where, under the auspices of Geneva Tourism, she launched the Geneva Convention Bureau to formalise the city's convention business. Under her leadership the bureau has developed into one of Europe's leading Convention Bureaux with a staff of 10. Anja is on the Marketing Board of the Switzerland and Incentive Bureau (SCIB) and was elected to the Board of Directors of the Destination Marketing Association International (DMAI) for three years. Anja is also faculty member of the ECM Academy and member of the Meetings Industry Steering group at ECM (European Cities Marketing).

"The 25 Most Influential People in the Meetings Industry for 2016" were selected by the editors of *Successful Meetings*, the leading trade magazine for multi-tasking meeting planners across a variety of industries and job titles. Each honouree will be featured in the July 2016 issue of *Successful Meetings* and online at [successfulmeetings.com/Influential25](http://successfulmeetings.com/Influential25).

*For more information, please contact Mrs Mélanie Paillard, Communications Coordinator –  
Convention Bureau: [melanie.paillard@geneve.com](mailto:melanie.paillard@geneve.com)*

#### **About Geneva Tourism & Conventions Foundation**

*The Geneva Convention Bureau is part of the Geneva Tourism & Conventions Foundation. The Geneva Tourist Office was founded more than 125 years ago and became in 2013 the Geneva Tourism & Conventions Foundation (FGT&C). Its mission is to promote Geneva as an active tourist destination for both business and leisure, to welcome and inform visitors and to organize tourist events, more specifically the Geneva Festival, Switzerland's largest tourist event, organized annually for nearly two million visitors. [www.geneve.com](http://www.geneve.com)*