

MAYTE REDONDO CASTUERA

PROFESSIONAL RESUME

Pandemic has brought an inflexion point in tourism attaching sustainability more than ever in businesses and a more conscious traveller who is looking for nature and wildlife without leaving negative impacts. My career of more than 30 year has led me to meet tour operators and travel agencies around the world. I have been attending international travel shows for years (ILTM in Cannes, Pure Life Experiences in Marrakech, Travel Show in Bahamas, Fitur) with many contacts and with good relationships with them. Currently, I am a Coach at Travelife working with travel agencies and Tour Operators to integrate the principles of sustainability into their businesses and supply chains. Also, I teach CSR subject in the University for future professionals in this industry and I volunteer with Green Destinations as Good Travel Guide Ambassador and I joined The Climate Reality Project. My last project, Travel 2 Care People and Planet, helps make tourism a more effective tool for protecting and regenerating destinations where businesses and tourism operate. Sustainability has become my passion.

EXPERIENCE

Travelife Coach, SUSTOUR project, 6/2022-Present

SUSTOUR is a European Union and consortium-funded project aiming at promoting skills and abilities among travel agents and TT.OO to integrate the principles of sustainability into their business and supply chains as they are uniquely positioned to promote sustainability withing tourism industry. It is my responsibility to coach these companies so they can become Travelife Certified or Travelife Partners.

Associate Professor for the Tourism Degree, 10/2015 – Present Ostelea Tourism Management School - Barcelona.

At this university I teach the following Subjects:

- Corporate social responsibility
- New information and communication technologies applied to tourism.
- Complete course of the GDS Amadeus software.

As a mentor I try to transmit all my knowledge and experience to future leaders of the tourism industry through theory, assumptions, and anecdotes.



CONTACT

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SKILLS

- Sustainable practices in Tourism
- Negotiation and Contracting
- Knowledge and Entrepreneurship
- Marketing Online
- Content Writing
- Social Media Marketing
- Wordpress.
- Google Ads and Google Analytics certified
- Digital Communication Strategy
- E-Commerce
- Tailor made services
- Able to create experiences linked with local communities.
- Expert in GDS Amadeus & Galileo
- Sales and Travels
- Microsoft Package
- Ms Project and Open Project
- University Teaching
- English Proficiency Level
- Spanish and Catalan, Native.

Travel to Care People and Planet, 11/2022 - Present
Personal Project (<https://travel2care.com/>)

The aim of this web site is to introduce to trips, hotels and destinations that are putting more responsible tourism into practice, so that you can experience your next trip with a positive impact, better protecting the planet, our environment, and local communities.

This website shows inspiring stories, news and social or environmental projects to be supported, as well as companies that collaborate and help tourism play a crucial role in protecting and caring for the places we visit, preserving their original characteristics and identities.

Co-Trainer in Sevilla for the GSTC training offered in conjunction with the 2022 GSTC Global Sustainable Tourism Conference (December 12-15, 2022)

<https://www.gstccouncil.org/curso-turismo-sostenible-sevilla-2022-2/?lang=es>

Two-day* in-person training class combines trainer presentations, group discussions and exercises with hands-on learning opportunities, focused on practical insights into the GSTC Industry Criteria and the GSTC Destination Criteria, and tangible action steps to applying the Criteria.

Global Product Manager, 09/2018 – 5/2022 TANDEM Luxury Travel (Grupo Bestours) – Barcelona.

Creating the best luxury service trying to understand the client's unique expectations and being committed to meeting their needs and beyond. Highly focused on tailor made luxury travels, as well as wellbeing, adventure, and honeymoon trips. Passionate for dealing with the best DMCs, air companies and the main Tourism Boards to promote the different countries and destinations both online and offline through the yearly edited Travel Book whose project I'm responsible for.

Close collaboration with the Marketing Department for the positioning of the brand in Social Networks. Attendance at international luxury trade travel shows such as Pure Life Experience in Marrakech, ILTM in Cannes or the International Travel Partner Conference in Bahamas

America Product Manager, 01/2012 - 08/2018 TANDEM Luxury Travel - Barcelona

Involved in both the sale and the product, I set myself the goals of innovating destinations or attractions such as indigenous tourism and investigating European markets (United Kingdom, Holland and Germany) to be pioneers in unprecedented offers in the Spanish market, introducing a new product accompanied by a marketing plan that helps consolidate sales and capture more market share. I improved the positioning of this company as a leader in the luxury Tour Operation market specialized in tailor-made trips for the most demanding and guarantee customer satisfaction beyond their expectations

Product Manager Africa, Middle East and America, 01/2011 - 01/2012 TANDEM Luxury Travel & Travelkids – Barcelona.

Design and coordination of programs for groups with luxury destinations for the Travelkids brand, obtaining excellent results.

Negotiation with suppliers, contracting and signing of agreements, closely following the tourism policies of emerging markets to be pioneers in the market offer.

Attendance at fairs and organization of Familiarization Trips to bring destinations closer to our best customers ensuring so greater loyalty and improved sales success. Design and coordination of the annual Travel Book brochure and weekly promotions of different products (vacation, corporate, families) developing new ideas and introducing new products and destinations.

America Product Manager, 10/2003 - 12/2010 TANDEM Luxury Travel - Barcelona

Negotiating rates with suppliers (airlines, hotels, Destination Management Companies) to be competitive in response to market demand.

I introduced new products that were not marketed, thus increasing the offer that resulted in an increase in

sales of up to 25% more. Development of sales projects, quotes and design of the brochure and specific offers. Experience in tailor-made luxury travel, branding, positioning, and marketing of the "America" product.

Caribbean Product Manager and America Sales Consultant, 07/1999 - 04/2003

Catai Tours - Madrid

Tailored quotes both individually and in groups, as well as incentive trips. Design of programs for destinations in America. Negotiation with suppliers.

I discovered the passion for tailor-made travel, sometimes challenging ones demanded by people who had seen a program on TV about remote non-commercialized places. I managed my first celebrity trips where detail and excellence prevail.

I collaborated in positioning the company at number one in the Tour Operators ranking by designing with the team the first monographic brochure for the Caribbean and later another for Florida. We increased the network of suppliers and achieved the most competitive prices and added values at no additional cost.

Tour Operator Sales Executive, 09/1996 - 06/1999 Turavia Club S.A. - Madrid

Reporting to the CEO, my job at this stage was to market Turavia products throughout the central Madrid area. I presented incentive programs to our clients (travel agencies), managing to increase sales up to 17% more than the previous year in 1998.

Coordinator for the New Reservation Department, 09/1996 - 11/1996 Turavia Club S.A. - Palma de Mallorca.

Transfer from Madrid to Palma de Mallorca of the "Centralized Booking" department. I was appointed to set up this department in a record time of three months, to transmit to the new colleagues, the whole process and the Know - How of this department. The objective was achieved thanks to the commitment to a strategic plan, careful planning and a team that had the required skills.

America Sales Consultant Turavia, 01/1992 - 09/1996 Turavia Club S.A. – Madrid.

Reservations, ticketing, attendance, and participation as an exhibitor at Fitur Travel Show every year, negotiating with suppliers. Turavia Club S.A in 1992 created a new department called "Centralized Reserve". They hired me to develop this new department, which had chosen to centralize all the sales of its 17 branches throughout Spain. The company trained us so that our telephone service was excellent, and we also travelled to several countries to know the destinations that our clients require (B2B Channel) and thus, we know the products first-hand in a completely updated way.

We implemented the first charters to New York, the Dominican Republic and Costa Rica, contributing to the opening of a new market that is still in demand. We were visionaries of a niche that was not covered. Sales increased year after year and success was recognized. The work environment was fantastic

Sales Executive, 10/1991-07/1992 American Express Travel – Madrid.

Visit to clients in the central area of Madrid to provide support and service, presenting our programs and managing their requests while reporting daily to the director.

Support to the Booking and documentation department by making requests to suppliers and preparing the documents for each trip in a personalized way.

Voluntary work

Good Travel Guide Ambassador, 9/2021 – Present (Voluntary work)

Good Travel Guide is a brand under the umbrella of Green Destinations organization that aims to help travellers find responsible holiday options offered by destinations working for a sustainable future. My duties are:

- Create Posts and Articles in social media to promote sustainable.
- Network with other ambassadors based all over the world but also with local communities.
- Network and work alongside business partners and industry leaders to support and promote the Good Travel Guide's mission, values, and purpose and to inform them about potential collaboration.

Education

- **Master's degree in Digital Marketing & E-Commerce, 2017 EAE Business School** – Barcelona.
- **Tourism Management, 2013 CETT Barcelona School of Tourism** – Barcelona.
- **Teaching Certification, C.A.P. 2008 Universidad Autónoma de Barcelona** – Barcelona.
- **Technician in Tourist Companies and Activities, 1992 Escuela Oficial de Turismo** – Madrid.

Licences & Certifications

- **Travelife, April 2022 – Certified Travelife for Tour Operator Coach and Auditor.**
- **Climate Reality Leader Training**, by Climate Reality Project, October 2021.
- **GSTC Sustainable Tourism Training (STTP-2105) June 2021 –Online certificate no. TRADCOCG00007873.**
- **Community-based Tourism of Trainers (CBT-TOT) June 2021.** ITC SME Trade Academy- Online.
- **Communication with empathy**, May 2021. LinkedIn
- **Leading with Emotional Intelligence**, March 2021. LinkedIn
- **Human Resources: Strategic Workforce Planning**, February 2021. LinkedIn.
- **Sustainable Strategies**, June 2020. LinkedIn.
- **Content Online Marketing**, June 2020. LinkedIn.
- **Advance Google Analytics, Web Analytics, 2020.** Google Analytics Academy – Online
- **C Level of Catalan, 2011.** Centro de Normalització Lingüística - Cornellà de Llobregat.
- **Change for the Excellence-Team Management, 2011.** Grupo Cief – Barcelona

Languages: Spanish, English, Catalan, and German

English, Proficiency. Escuela Oficial de Idiomas, 2003 – Madrid.

Intensive General English Course. Frances King School, 1990 – London.

VISITED COUNTRIES: UK, USA (Florida, New York, Puerto Rico & Hawaii) Canada (East & West), United Kingdom, Switzerland, France, Portugal, Italy, Finland, Turkey, Maldives, Maurice, Kenya, Morocco, AEU, Dominican Republic, Aruba, Mexico, Costa Rica, Peru, Chile, Argentina, Brazil, Ecuador, Bahamas.