

Scott Wayne, President, SW Associates — Scott has over 25 years of experience in destination development from local to international levels. He has worked on tourism policy, destination planning and strategy on every continent with business, governments and non-governmental organizations in more than 50 countries. Recent experience includes advising the World Bank, International Finance Corporation, Asian Development Bank and the World Trade Organization on new directions for the tourism sector in multiple countries, helping to establish the tourism industry in Kosovo, creating a national level tourism development and investment strategy for the emerging destination of the Republic of Georgia, sustainable tourism strategy and market development for the World Bank in South East Europe, Regional Competitiveness programs, hotel quality standards systems, and cruise industry strategy. Previously, he headed the North America office of the World Travel & Tourism Council, was the Vice President of an internet travel start-up, and the first Chief of Communications at the UN World Tourism Organization. He is a graduate of Georgetown University's School of Foreign Service and the University of Southern California's Schools of International Relations and Public Policy. Scott also studied at the American University in Cairo, the London School of Economics and the Royal Institute of International Affairs. He is a Fellow of the Royal Geographical Society and is the author of numerous articles on tourism development and eight travel books for Lonely Planet and Sierra Club Books.

