

From: [REDACTED]
To: [REDACTED]
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Subject: Mexico Minister of Tourism Gloria Guevara Manzo -- meeting on The Sustainable Tourism Global Center (STGC)
Date: Tuesday, May 23, 2023 11:06:13 AM

Hi [REDACTED],

I'm writing you because I'm working with Mexico's former Minister of Tourism, Her Excellency Gloria Guevara Manzo, who is working to found a new organization that seeks to lead, accelerate, and track the international tourism industry's transition to net zero emissions. She's in DC next week and would be eager to brief you about this organization. This organization is currently called **The Sustainable Tourism Global Center (STGC)**, although this name may change in the coming months.

STGC aims to be a multilateral multi-stakeholder organization. She's eager to meet you and to brief you on the need for STGC, and plans to establish it in the coming weeks and months.

This initiative is being spearheaded by the Ministry of Tourism of Saudi Arabia, and she serves as a senior advisor to the Minister of Tourism of Saudi Arabia as well.

About Minister Guevara

Her Excellency Gloria Guevara Manzo has served as Chief Special Advisor for the Ministry of Tourism of Saudi Arabia since 2021 and oversees the development of its Sustainable Tourism Global Center. Prior to joining the Ministry of Tourism, H.E Guevara was President and Chief Executive Officer of the World Travel & Tourism Council. She began her career at NCR Corp in 1989 and joined the travel industry in 1995 at Sabre Travel Network and Sabre Holdings. She later served as Chief Executive Officer of JV Sabre Mexico and was appointed by President Felipe Calderon as Secretary of Tourism for Mexico in 2010.

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