

## Profile

**Sandra Carvão**  
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Sandra Carvão is Deputy Chief at the World Tourism Organization (UNWTO) Market Intelligence and Promotion Department. She joined UNWTO in 2003 and her main fields of work include, in the area of market research, the statistical analysis of world and regional tourism market trends, namely the UNWTO World Tourism Barometer project and research on source markets, particularly on emerging market such as China. In the area of tourism promotion, her field of work includes, among others, the evaluation of national tourism organizations' marketing activities where she has developed projects in several UNWTO member countries.

Prior to joining the UNWTO, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon, where she began her career, and where she was in charge of the overseas markets, UK and Ireland and the Central and Eastern European markets.

Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas da Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.