



Sandra Howard
Senior Consultant at Beyond Green Travel & Eco Corp Group – Viveajar

For 5 years, Ms Howard was Viceminister of Tourism of Colombia, between the years 2013 and 2018, and also Governor of the state of San Andres and Providence, known as the Seaflower Biosphere Reserve.

Currently, she is a Senior consultant at Beyond Green Travel & Eco Corp Group – Viveajar - for Tourism and Strategic Communications. A journalist and social communicator, specialist in Cultural Administration Management, and also holds an Honoris Causa in Management of Tourism and Hospitality. Sandra is strongly committed to promoting competitive sustainable tourism, based on the appreciation of natural and cultural heritage, with a community centered vision.

She has been guest speaker in many countries sharing her experience on the transformation of Colombia through Tourism, especially for territories previously in conflict with the National Tourism & Peace Program.

As Viceminister of Tourism, she focused on developing Colombia's true potential as the new tourism destination the world should know about.

During this time, the country broke its records in many aspects:

- International visitors grew almost 120%.
- Hotels occupancy increased 4,5 points
- Tourism became main interest for foreign investment and the second generator of foreign expenditure contributing to GDP above traditional products such as coffee, flowers or bananas.

And most important: she was a key force to spur the repositioning of image and perception of Colombia as one of the most biodiverse countries in the world, a birdwatchers paradise, with rich culture and charming people, the hottest new destination to be on your bucket list!