



Martina Stadler
Director, Tourismus Engadin Scuol Samnaun Val Müstair AG

Born and raised in Austria, Martina Stadler moved to Switzerland after passing her A-Levels at a hospitality and tourism school. She worked in various restaurants and hotels before starting her tourism studies at the University of applied Sciences in Chur, focussing on marketing and destination management. Martina was head of marketing and CEO of Uri Tourismus during four years before moving forward to the holiday region Engadin Samnaun Val Müstair in 2017. With her team of 40 employees she is responsible for the tourist information centers in the three valleys and for marketing the three regions. Since she took over, she has shifted the marketing focus of the destination management organisation towards new media and digitalisation. In 2016, Martina was nominated for the "htr Milestone - category young talents".