

CELIA QUINTANA

San José, Costa Rica

Tourism Marketing and Sales Professional

*- Countrywide Tourism Strategies
- Marketing and Sales~ Adventure ~ Leadership*

Self-driven, bilingual professional with deep and varied experience in the Costa Rican tourism industry, specialized in marketing/sales, client management, visitation growth strategies and product diversification. Vast tourism network that provides access to multiple client segments. Results oriented with superior communication skills and the ability to lead teams at different levels.

Professional Tourism Experience

Instituto Costarricense de Turismo ICT

2014 – to date

Board of Directors

- Board of Directors member of the Costa Rica Tourism Board (ICT), the governing tourism institution in Costa Rica.
- Advised the Minister of Tourism on strategic plans
 - In 2016, these strategies resulted in an increase of visitation by 10%, negotiated new, direct airline routes/markets to Costa Rica from the USA, France, Great Britain and Switzerland, and gained approval for the Costa Rican National Convention Center.

Hacienda Pozo Azul – Tours Pozo Azul

Marketing and Sales Director

2003 – to date

- Created Hacienda Pozo Azul Horseback Riding Tourism Company. Within a year company grew and to be a full Adventure Center and Tourism Company offering diverse tours such as white water rafting, zip lining, rappelling, hiking tours, lodging, restaurants and multiday trips.
- Led the marketing and sales department. Managing both national and international marketing and sales strategies, building key client base, and creating and managing multi-adventure tours.
- Oversaw overall quality of tour operations to deliver services and respond to main client comments, concerns.
- Developed strategic partnerships in the Sarapiquí area as well as other Tourism areas in Costa Rica to manage multiday programs.
- Drove sales increase of 700% in the first 5 years achieving annual sales of 1 million dollars
- Built specialized marketing strategies for various client markets. Managing an average annual visitation of 20 thousand passengers on the fifth year.
- International visitors segment: Grew a client portfolio of about 150 tour operators in Costa Rica, as well as OTA's (online travel Agents), and wholesalers.
- Positioned Hacienda Pozo Azul in USA, Mexico and European Countries, mostly Spain, UK, Netherlands, France and Germany.
- For national visitors: developed special season marketing campaign for individuals and companies including team building and company incentive tours.

Asociación Cámara de Turismo de Sarapiquí, CATUSA

President

2010 – 2014

VicePresident

2004 –2010

- Represented the CATUSA as a member of the Board of Directors in CANATUR
- Positioned Sarapiquí as an important emerging tourism destination in Costa Rica, driving investment in the region by organizations such as ICT and Rainforest Alliance
- Created a new tourist visitation corridor in the Northern Area of the country creating alliances with the Monteverde and Fortuna regional chambers.
- Launched the regional project to provide access to the Braulio Carrillo National Park in the Area of El Ceibo - Magsasay for a responsible and controlled visitation of tourists to the park.
- Led the committee that achieved the recognition *Bandera Azul Ecológica* for the Sarapiquí river basin in a 20km distance.
- Created a unified participation of Sarapiquí tourism companies in the country's most important tourism trade show, EXPOTUR, providing the opportunity for small companies to participate in the trade show.
- Created *Foro de Desarrollo de Sarapiquí* (FODESA) A Forum that unifies the different economic and governmental sectors in the Sarapiquí area in order to have an organized and sustainable development.

Other Relevant Experience

Distribuidora ARQUI

2015 – to date

Business owner and chairman

- Built meat distribution and sales start-up company
- Managed the administration of the business including accounting, receivables, and sales
- Diversified product offering to include poultry within the first year
- Expanded sales/ distribution to cover the Greater Metropolitan Area of Costa Rica (GAM)
- Grew sales to reach \$75 000 per month, becoming one of the most important suppliers of beef at the GAM.

Education

Secretaría de Integración Turística Centroamericana SITCA

2012

Certified Trainer for the elaboration of business plans directed to the Central American tourism companies

PARRA DUQUE & ASOCIADOS

2004

Certified in Experiential Education

Universidad Latinoamericana de Costa Rica

1999

Bachelor Degree in Education

Graduated Valedictorian

Additional Information

- Spanish and English Native Speaker
- International living/learning experience United States, Mexico and Costa Rica
- Budgeting, finance and administrative experience.