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THE-ICE 9th IPoE (International Panel of Experts) Forum 2015

Keynote Presenter

Mr Hans Dominicus

Managing Director CELTH (Centre of Expertise Leisure, Tourism & Hospitality), the Netherlands



Mr Hans Dominicus is Managing Director of CELTH (the Centre of Expertise Leisure, Tourism & Hospitality) in the Netherlands. This centre coordinates applied research and market intelligence projects in close cooperation with six universities in the Netherlands and the tourism industry.

He graduated at the University in Breda in Tourism Management (1980), and completed his studies with several courses in marketing & strategy. He has worked in different fields of international tourism: outgoing operators, transport companies and destination management organizations.

Hans joined the Amsterdam Tourism & Convention Board in 1990, where he held different management positions and was involved in several projects in tourism development, scenario planning, imagineering and destination development - both for Amsterdam, in Europe and in China.

Since 2014 Hans Dominicus has headed CELTH. He also holds various positions within the international tourism network and has seats on several committees and advisory boards, both on a European and global level.