

SATIS 2026 Guest Speaker



Juan A. Gómez García |
Senior Investments Specialist,
UN Tourism

Juan A. Gómez García is a Senior Investments Specialist at UN Tourism, where he supports initiatives that strengthen tourism investment ecosystems, guide investment promotion efforts, and encourage public-private dialogue across Europe, the Middle East, Africa and Latin America. His work focuses on tourism investment strategy, destination competitiveness, investment promotion, and the development of knowledge and policy tools that help governments, investment promotion agencies, and industry stakeholders make informed investment decisions.

KEY AREAS OF EXPERTISE

- Tourism investment strategy and investment promotion
- Destination competitiveness and market intelligence
- Public-private dialogue and stakeholder engagement
- Policy and knowledge tools for informed investment decision-making
- Tourism development across Europe, the Middle East, Africa and Latin America

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At the conference, Juan brings a global perspective on how destinations can attract, structure, and sustain tourism investment while aligning public-sector priorities with private-sector opportunities.