

Carolina Briones Pereyra

Secretary General, Central America Tourism Agency

Carolina Briones Pereyra has more than 20 years of experience in the field of tourism, carrying out important roles in the public and private sectors, specializing in the development of promotional strategies and tourism marketing.

Her vocation for the promotion of tourism in the Central American region led her to found FU-TURISMO S.A., one of the first tourism marketing companies in Nicaragua. She has also held important positions as director in marketing and promotion areas at the Nicaraguan Institute of Tourism and Nicaraguan Tourism Chambers; and, as Executive Director of the CENTRAL AMERICA TRAVEL MARKET-CATM in El Salvador, the most important tourism promotion fair in the Central American region.

Carolina currently serves as Secretary General of the Central America Tourism Agency (CATA), implementing the strategy of positioning the multi-destination product in the European markets, one of the main challenges of the region.

Carolina has a degree in Tourism from the Universidad Internacional de las Américas (UIA) in Costa Rica, with a specialization in Tourism Administration from the Kleissham Institute, in Salzburg, Austria.