
Manuela Nicoletti

■ Director of Marketing Ticino Turismo



Born in 1977, Manuela Nicoletti graduated in Business Economics at the University of Zurich in 2003. She then attended the Lausanne Hotel School, awarding in 2004 the “Diplôme d’Etudes” in Hotel Management. During the following two years Manuela gained professional experience as Food & Beverage Coordinator at the Park Hyatt in Milan, dealing particularly with the organisation of events at the restaurants of the structure. In 2006 she returns to Zurich as Head of Seminar and Events, as well as Member of the Board of Directors of the “Europa Institut an der Universität Zürich”. In autumn 2008 Manuela Nicoletti joined Ticino Turismo as Country Manager Switzerland and Germany. She took on responsibility for the Market Department in 2012, as well as for the Product and Content areas in 2014. Since November 2015, Ms Nicoletti has been Head of Marketing and she is a Member of the Board of Directors of the “Agenzia turistica ticinese” (ATT).