
Manuela Nicoletti

■ Director of Marketing



Manuela Nicoletti, born in 1977, graduated in Business Economics from the University of Zurich in 2003. She subsequently attended the Ecole hôtelière de Lausanne, awarding in 2004 the “Diplôme d’Etudes” in Hotel Management. Over the following two years, she gained professional experience as Food & Beverage Coordinator at the Park Hyatt in Milan, focusing in particular on the organization of events for the hotel’s restaurants. In 2006, she returned to Zurich as Head of Seminar and Events, as well as Member of the Board of Directors of the Europa Institute at the University of Zurich. In autumn 2008, she joined Ticino Turismo as Country Manager for Switzerland and Germany. In 2012, she took over responsibility for the Market Department, to which the Products, Content and Projects unit was added in July 2014. Since November 2015, she is Director of Marketing and Member of the Board of Directors of the Agenzia turistica ticinese SA.
