



daniel tschudy

about hospitality



Daniel has been involved in the global tourism & travel industries for more than four decades. Originally from Switzerland, he worked in total 13 years in England, Canada, Germany, France, Japan, and China. Daniel originally completed a 3-year apprentice with Kuoni Travel and graduated from the Zurich Business School KV. From 1975 to 1980, he worked for Switzerland Tourism, the national tourism board; he was stationed in London, Toronto, Frankfurt and Paris. Then, he spent six years with the global tour operator Thomas Cook in Tokyo. And in 1986, he moved to Geneva, Switzerland and co-founded MCI; today the largest global congress- & association-management agency group.

In 1998, he founded Spectrum, a Zurich-based event and congress agency, with offices in Geneva and New York. Among its key mandates, Spectrum was the Official Agent for the 1998 Ice Hockey World Championship in Zurich and the Event Agency for the 2002 Swiss National Exhibition Expo.02. Daniel sold Spectrum in 2006 to the UK-based Grass Roots Group. In the course of his event-management career over 20 years, Daniel overviewed an estimated 2'400 events, incentives and conferences; in Switzerland and around the world. During those years, he also served in several industry associations; particularly 4 years on the European Council of MPI (Meeting Professionals International).

Since 2007, Tschudy works as lecturer, coach, consultant and publicist (and as partner of UK-based opinion leader and author Richard Lewis). Daniel's topics are international business-relations, as well as cross-border and cross-cultural marketing- and communication-issues. He focuses on the emerging markets in Africa, Arabia and Asia, and he is particularly involved in China and Japan.

Daniel writes regularly for Switzerland's leading economic newspapers «Handelszeitung» and several tourism- & travel-industry publications. In 2012, he contributed to a textbook of the University Lucerne about «global event management in theory and praxis» (ISBN 978-3-03909-139-3). And in 2013, he published «Doing Business in the BRICS» about intercultural behaviours in the BRICS-nations (ISBN 978-3-033-04046-5). Daniel often speaks at Business Schools and events of trade associations, such as hotelleriesuisse. And he serves as Ambassador to China for the World Tourism Forum Lucerne.

Based on his international network of corporate entities, global investors and real-estate owners, Daniel is also involved in Boutique Investment- and Development-Consultancy, serving institutional clients, international developers and hospitality companies. In consequence, in 2016, Daniel Tschudy joined Luxury Capital Partners Sàrl. as Associate Partner for Hospitality Investments.

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