

Matthew Newton ^[1]

Founder, TourismTiger
Santiago, Chile

Matthew broke into the tourism industry when he started his career at Australia's premier SEO company and created successful marketing strategies for tour and activity operators. His experience allowed him to define the key ingredients that underpin any successful business in the tourism space, and it was this understanding that drove him to create TourismTiger: the leading web design company for tour and activity operators.

Matthew founded the company based on the philosophy that marketing strategy and websites have a symbiotic relationship; they are completely dependent on the effectiveness of one another. To shine further light on this philosophy, he wrote the industry preferred book on tourism marketing, '*Sell More Tours*,' which has helped thousands of tour and activity operators achieve the book's namesake and sell more tours.

He has also held numerous workshops, focusing on online marketing and website optimization strategies. Matthew's training sessions are value driven and full of easily achievable, and actionable advice. They have all been very well received by local and international audiences.



Tourism Tiger ^[2]

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