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**ForwardKeys welcomes Emilio José Inés Villar
to join their team as Divisional Director for Destinations**



ForwardKeys announced today that former Corporate Accounts Director for Euromonitor, Emilio José Inés Villar, will be joining ForwardKeys as their Divisional Director for Destinations as per April 8th 2017.

Inés Villar has spent the last five years at Euromonitor, focusing on the development of global partnerships with blue chip corporations. For travel markets, he was responsible for the integration of Euromonitor's business intelligence platform serving key leaders of the industry.

About his new role at ForwardKeys, Inés Villar says: "having provided strategic research and support to leading brands in the sector, has made me realise the extreme volatility of the Travel industry and the need for sophisticated data to immediately understand these threats and opportunities. There is increased competition from new destinations, as well as geopolitical events that are rapidly affecting passenger flows to one destination in benefit of another. In these times of instability, understanding and reacting to unexpected circumstances, or simply getting direct feedback from marketing initiatives is paramount for success. ForwardKeys provides exactly this."

Olivier Jager, CEO & founder ForwardKeys said: "We're glad to have Emilio on board and his proven track record in sales of business intelligence will help us to better serve Ministries of Tourism and DMO's. ForwardKeys is proud to serve many of the leading tourism destinations around the world and Emilio will help us to maintain our level of innovation for this sector, and expand our presence and customer base."