

**Oliver Martin, Partner, Twenty31 Consulting Inc. [www.Twenty31.org](http://www.Twenty31.org)**

A destination development strategist with 18+ years of experience working with leadership teams, Oliver is an expert in the design of quantitative research to identify innovations in destination and brand strategy. Over his career, Oliver has worked with over 50 tourism boards around the world to develop sustainable growth plans and measure impact.

A partner at Twenty31 Consulting, an innovation-focused management consultancy working exclusively in the travel and tourism industry, Oliver advises destinations on how to unlock and leverage their unique competitive advantage, typically shifting from volume tactics to strategies aligned to the Sustainable Development Goals. His clients include:

- Dubai Tourism & Commerce Marketing – directing their annual programme of brand assessment in 23 markets
- Muscat National Development and Investment Company – developing Oman’s national destination management company (DMC) strategy
- Tourism Nova Scotia – developing their economic impact and tourism contribution model
- Pew Charitable Trusts Ocean Legacy Program – directing their global sustainable tourism assessment study

Oliver was formerly a partner with global reputation and sustainability consultancy GlobeScan where he led the thought leadership practice. He was also the co-facilitator of the world’s first major business crowd-sourcing forum, the Unilever Sustainable Living Lab, to identify solutions to sustainability challenges.

Oliver has served as the Associate Director of the Pacific Asia Travel Association's prestigious Strategic Intelligence Centre. In addition to co-managing the Centre’s research portfolio, Oliver was a frequent panellist on CNBC Asia’s morning business programme commenting on the business case for sustainability in the travel industry. He also facilitated the PATA CEO Challenge – the largest forum of senior travel and tourism industry leaders discussing best-practice in CSR and sustainability.

Oliver started his career at the Canadian Tourism Commission, Canada’s national tourism organisation, where he worked in progressively senior positions in corporate planning and the Office of the President. Oliver holds a Graduate Certificate in International Marketing from University of Toronto and an undergraduate degree in Economics and International Politics from Wilfrid Laurier University. He is a research advisor to the Adventure Travel Trade Association, on the Board of Directors of international development organization Oxfam, and on the Board of Trustees of the Pacific Asia Travel Association Foundation.