

Catherine Germier-Hamel

Catherine Germier-Hamel is a French expert in sustainable tourism development, marketing, and branding, with 30 years of international experience across Africa, Latin America, and Southeast/Northeast Asia. She holds an MBA from NEOMA Business School and a postgraduate degree in Sustainable Tourism Development from the University of Paris Nanterre.

Catherine's career began in environmental utility management in developing countries and evolved to sustainable tourism as a catalyst for local empowerment and inclusive development. In 2005, she moved to South Korea, where she explored the hospitality and F&B sectors before becoming Director of Global Programs at the ST-EP Foundation, established in Seoul under a UN Tourism initiative promoting "Sustainable Tourism for Eliminating Poverty."

In 2014, as an independent consultant, she founded Millennium Destinations, an impact enterprise providing innovative solutions to the tourism industry to foster inclusive, sustainable ecosystems. She also created Millennium Hikers, connecting responsible outdoor enthusiasts, and in 2019, she co-founded Herost, a smart travel guide platform for eco-friendly, community-powered travel.

In 2021, she relocated to Cambodia as CEO of Destination Mekong, a Destination Management Organization promoting sustainable and inclusive tourism in the Mekong region. In 2024, she incorporated Millennium Destinations in Phnom Penh and led several sustainable tourism missions for international clients.

A certified trainer with the Global Sustainable Tourism Council since 2018, she co-founded the Inner Development Goals (IDG) Global Tourism Network in 2024.

