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# LOCAL SECRETS AMBASSADOR PROFILE

WELCOME TO LOCAL SECRETS



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CREATED BY  
LOCAL SECRETS

# SUCCESS THROUGH PEOPLE



## LOCAL PRESCRIBER

Local Secrets is a project based on quality and local excellence. All the Places, Events and Itineraries are elaborated and supervised by local tourism professionals.

The Ambassadors are the cornerstone of our vision and mission as a project. They guarantee that the content and work is properly done, taking care of every detail, taking responsibility for your work.

The ambassadors are professionals with a high level of professional ethics who know the value that brings real recommendation without taking into account other interests than to succeed in the goal of discovering travelers and tourists the best of each destination.

They are scrupulously selected for their level of competence, their values and their skills. Ambassadors are autonomous and are responsible for ensuring that each user finds the best of each destination through their choices and decisions.



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# ABOUT LOCAL SECRETS



Local Secrets is the **ultimate Trip Planner** that allows travelers to organize their trip in advance, suggesting the most iconic locations, highlighted events as well as pre-configured itineraries at their destination.

The app is currently available in more than 110 different locations with a perspective growth to +70 in a year's time.

It currently hosts more than 108,000 reference sites in more than 37 countries on 5 continents. It also proposes itineraries and events for more than 100 destinations worldwide.

## OUR VALUES

Experiencing the world and its cultural richness is only possible with the right attitude and with the help of projects like local secrets that brings to you the essence of local society and culture.

Values are important to define and articulate a project but especially when we are talking about a global project based on local culture and manners.

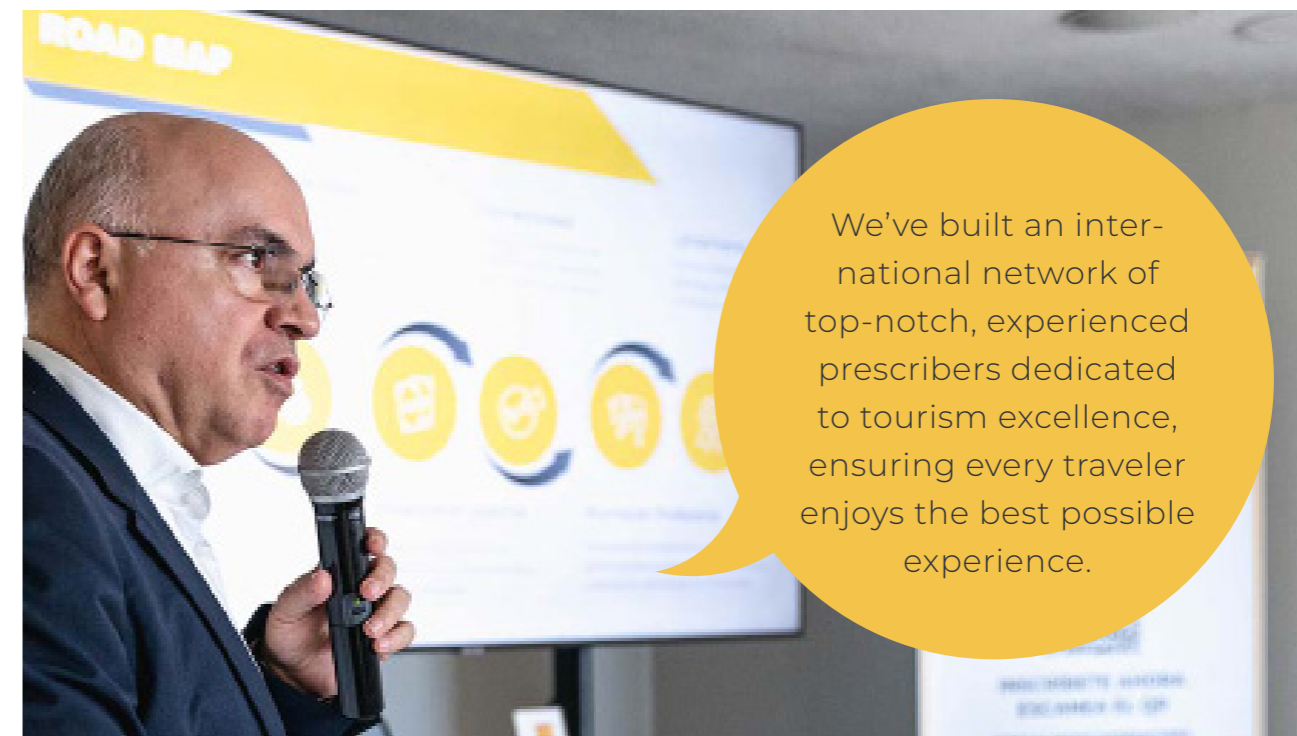
For this reason, Local Secrets is focused on transparency. We will only show and recommend businesses, services and experiences that have already been recommended by other users and have a proven track of improvement and excellent customer service philosophy.

## OUR MISSION

Curating and providing in a clear and engaging way the best places and events of a destination, guaranteeing quality and access to a true local immersion for the traveler.

- **Curate the most iconic and symbolic places and events in every destination.**
- **Promote intercultural and true local immersion by discovering Local secrets, mostly unknown to tourists.**
- **Show the world the best of each destination and highlight excellence above all else.**

# WORDS FROM OUR CEO



We've built an international network of top-notch, experienced prescribers dedicated to tourism excellence, ensuring every traveler enjoys the best possible experience.

Local Secrets was created in response to the changing landscape of global tourism.

Travelers now seek more than just visits; they want to experience destinations like locals.

Traditional word-of-mouth and travel blogs often fall short in meeting these deeper exploration needs.

Local Secrets centralizes and curates essential travel information, experiences, and routes.

After over 20 years in the

tourism industry and observing the decline of local paper guides due to digitalization, I realized the need for a digital, dynamic tool. While it may seem unoriginal, it's crucial.

Travelers need a simple, efficient way to explore destinations deeply and locally before their trip. That's why we created Local Secrets...

**Our tool offers filtered, quality content verified by other tourists and recommendations for places popular with locals.**

The content, events and itineraries are supervised by prominent and reputable industry professionals in each destination.

I hope you like this tool and help us improve it with your advice and product reviews. What we really want is to discover to the world the best of each place and that it can be seen in a simple and efficient way.

JOSE VAZQUEZ  
CEO & FOUNDER LOCAL SECRETS

# PERSONAL PROFILE

## LOCAL SECRETS AMBASSADOR PROFILE

- 1 Age between 30-60 years old**  
 Age is not a disqualifying requirement, it is a reference of experience and maturity to be able to manage a team and assume a responsibility. This age range is indicative.
- 2 Tourism professional (ideally VR or Hotelier) with certain prestige and recognition in their field.**  
 We are looking for professionals who are already developing professionally in the world of tourism, who understand the needs of a traveler and who know how to respond to those needs in a professional and successful way.
- 3 Passion for Travel**  
 People with a passion for travel are perfectly aware of the needs of travelers.
- 4 Personality that stands out for integrity, commitment, professionalism and seriousness.**  
 Leadership skills, professional people with a high level of ethical and professional integrity committed to transparency, honesty and justice.
- 5 Good presence, smart casual style, superior education, poise.**  
 Know how to be and be able to represent the brand at social, institutional and professional level with a good presence at its destination.
- 6 Restless person, likes challenges and projects.**  
 Passion for challenges and a willingness to overcome them.
- 7 Involved in society and local economy.**  
 Related to society and the reality of the local world around him. Member of associations and societies where local social life is energized.

# EXPERTISE



## EXPERIENCE IN HOSPITALITY

An important requirement to work with the Hospitality world.



**EXPERIENCE IN HOSPITALITY INVOLVES SERVING GUESTS, MANAGING OPERATIONS, AND ENSURING CUSTOMER SATISFACTION**

### INDUSTRY KNOWLEDGE:

In-depth knowledge of the travel industry, including emerging trends, sustainable tourism, cultural awareness and destination specific knowledge.

### COLLABORATION WITH TRAVEL INDUSTRY ENTITIES

Experience working with airlines, hotels, tour operators, tourism offices or travel equipment brands. Having established connections within the industry can be an advantage.

### GOOD BUSINESS SKILLS AND NETWORK

To expand the HPP and LEPP network you need to have good communication, negotiation and sales skills, as well as the ability to build relationships and contacts.

### ABILITY TO GENERATE CONVERSIONS

Not just networking, but the ability to close those sales.

### MULTILINGUAL SKILLS

(optional but valuable): Fluency in several languages is a plus, especially English.

# AMBASSADOR'S SKILLS



## LOCAL SECRETS AMBASSADOR PROFILE

Being part of the Local Excellence Promotion Program reports a series of benefits to the Service Providers:

### EXTENSIVE TRAVEL EXPERIENCE

The ambassador should have significant travel experience, ideally having visited various destinations around the world.

This adds credibility and authority to their recommendations and content.

### SOCIAL MEDIA PRESENCE

The ambassador should have some professional authority in professional networks, especially LinkedIn.

A good base of followers and contacts reflects their connections, authority and ability to convince.

### PUBLIC SPEAKING AND EVENT PRESENCE

The ability to represent the brand at events, exhibitions or media engagements. Confidence in public speaking and panel discussions is often necessary.

### ABILITY TO LEAD A TEAM

The Program aims to increase the competitiveness of the local enterprises, enabling them to grow and contribute more effectively to the local economy.

### AVAILABILITY AND COMMITMENT

The ambassador must be able to assemble and coordinate a team that will be in charge of who will support him/her with all tasks and to whom he/she must transmit the same values and working methods.

# VALUES

## WE SEEK PROFESSIONALS WITH VALUES AND MOTIVATION

1. **Passion for Service:** Essential for any leader in the tourism sector, this value involves a genuine commitment to hospitality and ensuring that each visitor feels welcome and valued.
2. **Innovative Vision:** The ability to foresee changes in the tourism sector and adapt to them by implementing creative and effective solutions to continually improve the traveler's experience.
3. **Integrity and Transparency:** Being honest and transparent in all operations and decisions, which fosters trust both within the team and with collaborators and visitors.
4. **Community Responsibility:** A commitment to sustainable tourism development that benefits the local community without compromising its resources or well-being. This includes promoting responsible tourism that respects local culture and the environment.
5. **Empathetic Leadership:** The ability to lead with empathy and understanding towards employees, collaborators, and tourists, recognizing their needs and expectations to effectively respond to them.
6. **Adaptability and Resilience:** Being able to quickly adapt to crises or market changes is crucial for maintaining the relevance and continuity of the project.

## STATEMENT OF CONFIDENTIALITY

This communication and its contents are confidential and intended solely for the recipient. Unauthorized use, disclosure, or distribution is prohibited. If received in error, please notify the sender immediately.

### COMPANY CONTACT

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