



Mr. Bert Van Walbeek

Bert “Bow-Thai” van Walbeek has been an Hotelier for 45 years and Marketer of Tourism for 35 years, a Motivator and a Master of Disaster since 25 years and a lecturer for 15 years.

The first part of his career was accomplished in Europe and the second part started with his arrival in Thailand in 1985, where he spearheaded the successful marketing efforts to reposition the Royal Orchid Sheraton.

By the end of 1988 he was appointed as Sheraton’s Vice President Marketing for the Middle East, but in 1991 he returned to Thailand and joined Siam Express as Executive Vice President

Insistent requests to tap into his vast experience led to a decision start The Winning Edge in 1993 and he is, since then, Managing Director of this boutique hospitality & tourism consulting company.

He has trained and coached hundreds of participants together with TICA, SITE and PATA and through company courses on all marketing and sales issues, on selling destinations, on MICE, as well as Crisis Management and is still deeply involved in Asia’s Tourism Industry.

In addition to those activities he is lecturing the “next generation” at Universities in Thailand, in Germany and the Netherlands.
