

# RESEARCH ADVISORY COMMITTEE

## OVERVIEW

To continue to add value, promote industry cohesion and provide an opportunity for industry leaders to convene and learn from each other, a Research Advisory Committee is offered to all Chairman's Circle members.

## PURPOSE

The Research Advisory Committee's goal is to convene a cohort of research members to share and discuss research related challenges, issues, best practices and lessons learned.

The committee will discuss and develop potential solutions to critical industry issues and topics as well as have the opportunity to discover new resources, tools and technologies and occasionally hear presentations and solutions from experts on various topics.

Each calendar year, members will convene twice virtually and once in person.

Co-chairs from one destination and state will be identified to assist with meeting agendas and content.

## RESPONSIBILITIES

- Be a committed and engaged participant providing industry insight to increase the value of the research and elevate the industry overall
- Listen to ideas, provide feedback and recommendations
- Be open to sharing data to help inform policy and other industry initiatives

If you have a colleague within your organization who would be best suited for this committee, please reach out to **JAMIE MAGEAU** ([jmageau@ustravel.org](mailto:jmageau@ustravel.org)).

U.S. Travel Association

# RESEARCH ADVISORY COMMITTEE

## 2022 RESEARCH ADVISORY COMMITTEE MEMBERS

*As of September 2022*

**Salman Akbar**

Director, Business Intelligence & Analytics  
Accor Management Canada Inc.

**Neetu Singhal**

Research Manager  
Arlington Convention & Visitors Bureau

**Jeff Summerson**

Vice President of Product Management  
Arrivalist

**Armine Terzyan**

Vice President of Systems  
Associated Luxury Hotels International

**Joyce Schlentner**

Senior Director, Strategic Services  
BWH Hotel Group

**Kathleen Batten**

Director, Customer Insights  
Delaware North

**Erin Francis-Cummings**

President & CEO  
Destination Analysts

**Alisha Valentine**

Director of Research & Analytics  
Discover Puerto Rico

**Rick Merriman**

Vice President, Consumer Insights  
Disney

**Tyler Wasman**

Manager, Customer Insights  
Encore

**Jennifer McCarthy**

Director, Industry Marketing  
Expedia Group

**Jonas Onkelinx**

Research Manager  
Experience Kissimmee

**Perrin Lawson**

Deputy Director  
Explore Charleston

**Ashley Barfield**

Director, Tourism Research  
Explore Georgia

**Roberta Atzori**

Market Intelligence Analyst  
Fort Myers - Islands, Beaches and Neighborhoods

**Jennifer Chun**

Director of Tourism Research  
Hawaii Tourism Authority

**Cindy Decker**

Vice President of Business Intelligence and Market Strategy  
Houston First Corporation

**Ruthann Wilson**

Consumer Insights & Strategy  
Hyatt Corporation

**Jan Kemmerling**

Acting Director/Tourism Professional  
Illinois Office of Tourism

**Mona Juett**

Deputy Commissioner  
Kentucky Department of Tourism

**Amir Eylon**

President & CEO  
Longwoods International

**Gina Triglia**

Director, Tourism Insights  
Los Angeles Tourism and Convention Board

U.S. Travel Association

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*As of September 2022*

**Lynne Coxwell**

Director of Research  
Louisiana Office of Tourism

**Matt Clement**

Managing Partner  
Madden Media

**Lee Ann Benavidez**

Vice President, Distribution Partnerships and  
Transient Sales Strategy  
MGM Resorts International

**Andrew Wobensmith**

Director – Research & Business Intelligence  
Greater Miami Convention & Visitors Bureau

**Chris Adams**

Head of Research & Insights  
Miles Partnership

**Bruce McGregor**

Vice President, Research and Market Analysis  
Nashville Convention & Visitors Corp.

**Ben Bratcher**

Market Research Manager  
New Orleans & Company

**Donna Keren**

Executive Vice President, Research & Insights  
NYC & Company

**Nathan Kelley**

Director of Research  
San Diego Tourism Authority

**Quinn Doyle**

Vice President, Consumer Insights & Analytics  
SeaWorld Parks & Entertainment

**Dudley Jackson**

Director of Research & Policy Development  
South Carolina Dept. of Parks, Recreation & Tourism

**Kirk Hulstein**

Industry Outreach, Development and Research Manager  
South Dakota Department of Tourism

**Kyle Shulz**

Research Manager  
Travel Nevada

**Ladan Ghahramani**

Marketing Research Analyst  
Travel Oregon

**Steve Cohen**

Director of Strategic Research and Analysis  
Travel Portland

**Nate Gieryn**

Tourism Research Manager  
Travel Texas

**Ryan Gillis**

Research Manager  
Tripadvisor

**Daniel Mack**

Director of Digital Insights, Optimization & Reliability  
United Airlines Inc.

**Jennifer Avery**

Vice President, Strategy & Insights  
Universal Parks & Resorts

**Denise Jordan**

Marketing Analyst & Research Manager  
Utah Office of Tourism and Film

**Christine Cramer**

Director of Market Analysis & Research  
Visit Austin

U.S. Travel Association

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*As of September 2022*

**Heather Nowakowski**

Business Intelligence Manager  
Visit Buffalo Niagara

**Heather Huckeba**

Director of Research  
Visit California

**Jacob Pewitt Yancey**

Director of Consumer Insights & Analytics  
VISIT FLORIDA

**Rebecca Kirkpatrick**

Business Analyst  
Visit Greater Palm Springs

**Anna Strider**

Director of Digital Strategies/Online Marketing  
Visit Lake Charles

**Candace Hartsell**

Senior Vice President, Administration  
Visit Lauderdale

**Ashley Johnson**

SVP, Chief Marketing Officer  
Visit Newport Beach

**Marlise Taylor**

Tourism Research Director  
Visit North Carolina

**Maria Henson**

Director of Market Research & Insights  
Visit Orlando

**Jim Werner**

Chief Tourism Officer  
Visit Philadelphia

**Maggie Menozzi**

Director of Market Strategy  
Visit San Antonio

**James Minton**

Vice President of Strategic Planning & Marketing  
Visit Santa Barbara

**JoLynn Lokey**

Chief Operations Officer  
Visit Tampa Bay

**Victoria Cimino**

CEO  
Visit Williamsburg

**Lexi Pasi**

Senior Director of Data Science  
Zartico