



Lisa Simon, CTP *(she/her)*

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Lisa Simon is the CEO/Executive Director of the International Inbound Travel Association (IITA), the USA's trade association dedicated to the advancement of international inbound travel. IITA members are the leading US-based inbound operators, which specialize in creating, marketing, and selling US travel products to international tour operators, wholesalers, agents and other travel producers for their groups and FIT travelers.

The international inbound travel trade contributes nearly 30% of overseas travel to the United States. In 2023, the travel trade operators contributed with nearly 9 million overseas visitors, \$50 billion in travel spending and 358,100 U.S. jobs in support of the nation's economy.

Lisa is also president and owner of The Simon Connection, LLC, specializing in association management, strategic planning and tourism market development. She has 35 years of experience in travel and tourism as well as association management.

Prior to forming The Simon Connection, Lisa served as the president of the National Tour Association, which had a global membership of 3,000 tourism professionals in 44 countries involved in the growth and development of the packaged travel industry.

During Lisa's tenure with NTA, she expanded NTA's international presence, including working with the U.S. Department of Commerce and the China National Tourism Administration to open the U.S. as a preferred destination for Chinese group travelers. NTA was the only association that volunteered to work with the two governments to register and approve U.S. tour operators to work with the China market.

Lisa has spoken on global and domestic travel, tourism marketing and travel industry trends throughout the United States and around the world.