

The Insights Collective – Pandemic Economic Think Tank Names Board of Directors

January 2021

The Insights Collective – Pandemic Economic Think Tank membership has named Tom Foley, Brian London and Susan Rubin-Stewart to its Board of Directors. Each will serve a two-year term.

With over 35 years of experience in research, of which 25 is in the tourism industry, Tom Foley brings a contextual view to destination travel analytics, believing that sharp focus and understanding of localized data is derived from a broad perspective that starts at macro-economics and drills down from there.

Foley was a co-founder and the Director of Operations for DestiMetrics Resort Intelligence and currently serves as the Senior Vice President of Business Process and Analytics at Inntopia.

Brian London has over 20 years of experience in the tourism industry, specializing in research program design for destination organizations. In addition to his appointment, London also serves on the Board of Directors for Visit Jacksonville, Florida. He previously held two leadership roles with tourism associations – serving as staff director to the Destination Marketing Accreditation Program Board of Directors and as Executive Director for the Southeast States Chapter of the Travel and Tourism Research Association. London has also spearheaded rebranding and strategic planning initiatives for various destination organizations.

London, who resides in Jacksonville, Florida, is President & Chief Executive Officer of Travel Industry Indicators – Research Program Design for Destination Organizations, and is editor & publisher of London Tourism Publications. He is also a past member of the Travel and Tourism Research Association International Board of Directors.

Susan Rubin-Stewart's more than 25 years of travel industry experience makes her a recognized leader in the industry with a proven track record. In addition to her contact center consulting work, Rubin-Stewart works with The Advisory Group and other industry leaders to understand the data that is important to good business decisions, assisting business owners and leaders to identify, track, assemble, and analyze information in a data-driven decision-making model.

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About The Insights Collective

Driven by a collective concern about how the tourism industry can most effectively start recovering from the devastation brought on by the Covid-19 pandemic, the group includes individuals from a variety of specialty niches. Their stated goal is to help any destination-related

tourism business create a plan based on updated data and best practices to navigate a path to whatever the new realities will be for the tourism industry.