

EXPLORE ASHEVILLE

POWERED BY | Buncombe County Tourism
Development Authority

BCTDA Annual Planning Session Presenters | March 22, 2024

Chris Cavanaugh | President | Magellan Strategy Group



Chris Cavanaugh has spent nearly three decades working in the tourism and hospitality sector. He founded his firm Magellan Strategy Group in 2004, and his experience as a consultant includes both rural and urban destinations; historic, natural, and cultural attractions; and other hospitality entities across the U.S.

Cavanaugh is past chair of the BCTDA, and he served as interim CEO of Explore Asheville in 2020. He regularly teaches classes on destination marketing and planning at Southeast Tourism Society's annual Marketing College. Cavanaugh was named to the Visit North Carolina Winner's Circle in 2023 in recognition of his service to North Carolina. He is a member of the North Carolina Travel Industry Association board of directors.

Travis Napper | Director of Destination Partnerships | Tourism Economics



Travis Napper is director of destination partnerships at Tourism Economics, an Oxford Economics company dedicated to understanding the relationship between travel and the economy.

Napper's expertise in marketing technology, community engagement, and community development has consistently contributed to the success of multiple destinations, generating travel, and enhancing the image of communities. Napper uses his experience as both a state tourism director and a DMO President to connect DMO clients to data-centric solutions and has the understanding to provide answers to complex problems.

Napper loves travel; when he is not on the road for work, he is planning trips far and wide with his family.

Scott Dedman | Retired Executive



Scott Dedman, now retired, served as president and executive director of Mountain Housing Opportunities (MHO) for 30 years. Dedman was one of seven volunteer founders of MHO in 1988 and joined as executive director five years after serving as a leader of the board of directors. While retired, Dedman still occasionally consults with MHO staff.

Under Dedman's leadership, MHO financed and developed more than 1,400 affordable apartments, helped more than 500 families and individuals to achieve homeownership, and provided safety-related home repairs to more than 5,000 homeowners.

Dedman received the Order of the Long Leaf Pine award in 2018 from Governor Roy Cooper. He received the 2023 Excellence in Public Service Award from the Asheville Area Chamber of Commerce.

Chris Davidson | EVP, Travel Intelligence | MMGY Global



Chris Davidson leads MMGY Travel Intelligence, MMGY's research and strategy division. He is responsible for the company's portfolio of syndicated and custom research, including its *Portrait Series*, TRAVELSAT Visitor Satisfaction products, *Inclusivity in Travel* series, DK Shifflet PERFORMANCE data, and the MMGY NextFactor strategic planning group. He oversees the organization's commitment to how data and insights are applied to guide marketing strategies for its global portfolio of accounts.

Davidson has 25+ years of experience in market research, strategic planning, brand strategy and integrated marketing communications. He speaks at numerous travel industry conferences and events each year. A graduate of Princeton University, Davidson received a bachelor's degree in history. He also earned an MBA from Vanderbilt University with an emphasis in service marketing.