



BCTDA Annual Planning Session Presenters | March 24, 2023

Zeek Coleman | Vice President, Americas | Tourism Economics



Zeek Coleman is Vice President, Americas at Tourism Economics; an Oxford Economics company dedicated to understanding the relationship between travel and the economy.

Zeek spearheads the delivery of economic solutions to DMO, association, and corporate clients and has built a reputation for his ability to translate complex data into meaningful insights.

Chris Davidson | EVP, Travel Intelligence | MMGY Global



Chris Davidson oversees MMGY Travel Intelligence, MMGY Global's research, insights and strategy division. He is responsible for the agency's portfolio of syndicated and custom research products, including its Portrait of American Travelers® series and its DK Shifflet suite of travel performance products. He directs the organization's substantial commitment to how these data and insights are applied to inform marketing strategies for its global portfolio of accounts.

Chris 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, Chris received a bachelor's degree in history. He also earned an MBA from Vanderbilt University with an emphasis in service marketing.