

BCTDA Virtual Annual Planning Retreat March 25-26, 2021 Speakers & Facilitators

Erin Francis-Cummings | President & CEO | Destination Analysts



Erin Francis-Cummings, President & CEO of travel and tourism marketing research company Destination Analysts, has spent the last decade studying travelers from across the globe and translating their evolving, complex, and fascinating behaviors and opinions into marketing insights for Destination Analysts' 100-plus clients. Erin has designed research strategy and facilitated consumer research for some of the world's greatest destination brands, including Bermuda, California, the Fiji Islands, Napa Valley, Florida, San Francisco, Washington DC, Chicago and Los Angeles. In addition to conducting research from brand auditing to user experience to ROI analysis, she also oversees the production of Destination Analysts' "The State of the American Traveler" – the travel industry's longest-running and most relied upon tracking study of American leisure travel sentiment and behaviors – and "The State of the International Traveler," an annual study of the travel behaviors and perceptions of

international travelers in 13 top feeder markets to the United States. A professional lifetime ago, Erin was the Advertising Manager for Amtrak and a Marketing Manager at the San Francisco Travel. A Los Angeles native and alumnae of UCLA, she now lives in San Francisco with her husband and two children.

Adam Sacks | Founder & President | Tourism Economics



Adam Sacks is the founder and President of Tourism Economics, an Oxford Economics company dedicated to understanding the relationship between travel and the economy. For more than two decades, Adam has worked with destinations, industry associations, and companies around the world in the areas of opportunity and risk assessments, policy analysis, and economic impact.

Adam's work has provided the foundation for billions of dollars in capital investment decisions by hotel companies, developers, and investors. Destination marketing organizations around the world rely on Tourism Economics data and scenario models to inform global marketing investment allocations.

Adam also supports trade associations in the hotel, aviation, and broader travel arena with forecasts widely considered to be an industry standard. And by examining the economic merits of travel facilitation, taxation, and tourism promotion initiatives, Adam's work has influenced critical government policies.

He is an authority on measuring the economic impact of visitor activity and has analyzed the impacts of hotels, attractions, cruising, gaming, timeshare, and destination marketing ROI.

Adam regularly presents to corporate strategic planning teams on the threats and opportunities facing their businesses and is a member of the U.S. Department of Commerce, Travel & Tourism Advisory Board.

Randy Durband | CEO | Global Sustainability Travel Council



Randy Durband is the Chief Executive Officer of the Global Sustainable Tourism Council (GSTC), the United Nations-supported non-governmental organization that establishes and manages global baseline standards for sustainability in travel and tourism. The GSTC criteria include guidelines for minimizing negative environmental, cultural, and social impacts while maximizing travel and tourism as a force for good.

He brings a unique blend of skills and experience based on two career paths he has taken in travel and tourism – 24 years in senior leadership positions with major tour operators, including as President of Travcoa, INTRAV and Clipper Cruise Lines (brands within TUI Group), and Executive Vice President of Tauck World Discovery. His second career -- of 10 years and counting -- began with economic development projects through tourism in developing countries in Asia and South America relating to emerging destinations including CBT and rural tourism, with UNESCO and International Labour Organization. He joined GSTC in 2012 and became CEO February 2014.

Randy is a frequent speaker on sustainable tourism and has served on many tourism boards in Europe, North America, and Asia, and sustainable tourism awards judging panels including the World Travel & Tourism Council's Tourism for Tomorrow Awards, UN Environment Inspire Awards, and the Pacific Asia Travel Association Gold Awards.

Earl “Butch” Graves, Jr. | President & CEO | Black Enterprise



Earl G. Graves Jr. (Butch) is President & CEO of BLACK ENTERPRISE. He joined the company in 1988 after earning his MBA from Harvard University. During his tenure at BLACK ENTERPRISE, he has served in many positions, including VP of Advertising & Marketing, and Chief Operating Officer. In 2006 he was promoted to his current position.

Under Butch's guidance BLACK ENTERPRISE has grown from a single-title publication into a robust multimedia company. Today, the company delivers content across five platforms, including magazine publishing, two nationally syndicated television shows, professional development events, and digital and social media.

In 2000, he co-founded the Black Enterprise/Greenwich Street Corporate Growth Fund, a unique private equity firm seeking to finance the growth of established minority-owned or -managed businesses across various industries. Butch is also an active partner in S & C Robinson, LLC, an airport concessions enterprise formed in 2016.

Butch received his Bachelor of Arts degree in economics from Yale University in 1984, distinguishing himself both academically and athletically. As a four-year starter and captain of the Yale basketball team, he graduated as the school's all-time leading scorer and the second leading scorer in Ivy League history. He was drafted in the third round by the NBA's Philadelphia 76ers in 1984 and enjoyed a brief professional basketball career with the Milwaukee Bucks and Cleveland Cavaliers.

In 2002 Butch was inducted into the American Advertising Federation (AAF) Hall of Achievement. In 2006 he was awarded the Jack Avrett Volunteer Spirit Award from the Boy Scouts of America, and in 2009 he was honored with the NCAA Silver Anniversary Award.

Butch serves on the board of directors of AutoZone, Bermuda Tourism Authority, and is a trustee for The Committee for Economic Development. In addition to serving on numerous non-profit boards, Butch is a strong national advocate for the importance of education and athletics and served as an AAU (Amateur Athletic Union) head basketball coach for more than 15 years.

Rodney Payne | Co-founder & CEO | Destination Think



Rodney is the co-founder and CEO of Destination Think, where for more than 10 years he has led a dynamic team that has advised hundreds of public sector organizations around the world on innovation, communication and strategy. Their clients include Innovation Norway, European Travel Commission, New Zealand's Ministry of Foreign Affairs, Visit California, Tourism & Events Queensland, Destination British Columbia and many more. The Destination Think team is behind some of the most progressive work in sustainable tourism, with leaders like Wonderful Copenhagen, Palau Visitor Authority and Bay of Plenty.

His career has been shaped by a diverse background that spans environmental law, asset management, travel, communication and technology. He considers himself lucky to have gathered extensive international experience, working across many cultures. And he's consistently seen that the right mix of creativity and focus empowers people to do incredible work.

Rodney has founded and led a number of startups, most recently focused on business intelligence at Tourism Sentiment Index. Together, senior leaders at Destination Think also established Place DNA®. A destination's Place DNA® is the definition of its intrinsic character, the meaning that people ascribe to it, or more often, a mixture of both elements. It's the origin of a place's product, experiences, brand, marketing and management.

Anthony Bennett | Managing Partner | RedSky Strategy



Anthony is the managing partner of RedSky Strategy, a brand strategy company that helps companies focus their brands on the areas that will best lead to business growth. His work focuses on marketing and brand strategy, particularly in the areas of global brand development and implementation, market segmentation, and resource allocation. His focus is on tourism, financial services, and health care. Some of his clients include Bermuda Tourism Authority, South African Tourism, Starwood Hotels, and other well-known global brands such as Abbott, ING, Humana, Del Monte, State Street and Henkel.

Anthony is an accomplished speaker and has presented at a number of international conferences. He is also a registered New York City tour guide. Anthony has a Bachelor of Business Science from the University of Cape Town, and an MBA from

Harvard Business School.

Kimberly Orton | Managing Director | RedSky Strategy



Kimberly is an expert in the design, development and implementation of strategic consumer-based programs for global markets, brand and product positioning, brand strategy, and marketing excellence.

Prior to joining RedSky she was the managing partner for EffectiveBrands where she ran the North American office and business including LATAM Airlines Group and Canada. Prior to that she led Lippincott's consumer packaged goods/packaging design practice area, as a senior partner.

Earlier, she maintained several leadership roles at The Coca-Cola Company over the span of 14 years. Kimberly was a director in the Corporate Marketing Division in Atlanta, from 1996-1999, where she provided direction, vision and management to ensure the visual equity, strength and profitable growth of more than 160 brands worldwide.

"I love the diversity of marketing but am most passionate about problem solving. Connecting brands to consumers, helping marketers translate knowledge into learning or finding the next brand innovation. Looking for those solutions is what drives me," says Kimberly, who holds a Bachelor of Science degree from Colorado State University.