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Lisa Simon is the CEO | Executive Director of the International Inbound Travel Association (IITA), focused on international travel to the U.S. IITA members are the leading US-based inbound operators, DMOs and travel suppliers.

Lisa is also president and owner of The Simon Connection, LLC, specializing in association management, strategic planning, coaching and tourism market development. An inspiring strategist, she has nearly 35 years of experience in travel and tourism and association management.

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

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