



Florian Herrmann, CEO

Florian is the CEO and founder of Herrmann Global, a strategic tourism marketing firm headquartered in the Rocky Mountains with offices in the US and Europe. His vision for the travel industry is simple: Utilizing innovative technology to connect destinations and attractions with a passionate and responsible global travel audience. Together with the global team, he developed a comprehensive online listening and forecasting tool, called Herrmann Global Insights, helping destinations large and small understand what international travelers think about specific destinations and their intentions to visit those in the future. Florian holds a Master's in Business and Sustainable Destination Management from George Washington University and is currently involved with sustainable tourism projects around the world.