



## **Lisa Simon**

Lisa serves as the Executive Director of the International Inbound Travel Association (IITA), the only trade association focused solely on international inbound travel to the United States. IITA members are the leading US-based inbound operators that drive international trade business to the United States.

Lisa is also the principal of The Simon Connection, LLC, specializing in association management, strategic planning, and tourism market development. She has spoken on global and domestic travel industry trends throughout the United States and around the world.