



**Ed McWilliams, Ph.D.**

**President, Reach Market Planning LLC**

Ed McWilliams' is President of Reach Market Planning LLC, a company he founded in 1997, which is a tourism development consultancy focused on strategic planning, product development, marketing strategy, performance measurement, and consumer and evaluation research. Previously, Ed served as Senior Vice President of Client Services for D.K. Shifflet and Associates Ltd. where he was responsible for overseeing all market research, client service and consulting for more than 100 different State Tourism Office and CVB client destinations, many world-class theme parks, and the top 35

US hotel chains.

Ed started the Tourism Research Program for the Texas Department of Commerce. He also started the first State Office in the US for Tourism Product Development in 1990. There he adapted and/or coordinated a series of economic development, loan, loan guarantee, Community Development Block Grant, workforce training and arts, parks and transportation planning grant programs to assist the needs of new tourism development projects.

In his career, Ed has worked as a tour guide, in sales, buying, marketing research, management, and as a marketing, location, and finance consultant for numerous travel and tourism developments and destinations.

Ed's work has been recognized during his career with an Atlas Award from the Association of Travel Marketing Executives and with the J. Desmond Slattery Market Research Award from the International Travel and Tourism Research Association (TTRA). He is a past president of TTRA and holds a Ph.D. in Tourism Development with a focus on market research.

Ed served as ***technical advisors to the Destination International (DI) Performance Measurement Task Force*** that developed the guidelines for DMO performance reporting. He is a former editor for the Journal of Travel Research and served 2011-2013 on the US Travel Industry Association Board; Research advisory subcommittee.