

Scott M. Meis, DMO Research Director (RTD), Consultant and Trainer



Scott M. Meis has over 40 years of experience in travel and tourism market and industry research, working as a researcher, expert advisor, consultant and trainer in more than 50 countries. From 1976 to 2006, he held successive research management positions for Parks Canada, Tourism Canada and the Canadian Tourism Commission (CTC) (now Destination Canada).

As Market Research Manager at Tourism Canada (1989-95) and Executive Director, Research at CTC (1995-2006) Scott oversaw national DMO market and industry research programs, projects and activities including surveys of domestic and international markets, market profiling and segmentation, advertising tracking and evaluation, marketing decision models, crisis studies, industry supply, labor analysis and macroeconomics.

After retiring from CTC, Scott founded his own consulting firm, Scott M. Meis Research Associates (SMMRA). SMMRA has been retained by a variety of clients, including DMOs, industry associations, government agencies, international organizations and private enterprises to design and implement travel and tourism market and industry research studies, including the meetings industry, special events impact studies, and statistical measurement audit and capacity studies and training courses.

In recognition of his international and national industry and market contributions to tourism research the Travel and Tourism Research Association (TTRA) granted him a Lifetime Achievement Award in 2007 and a Canada Chapter Lifetime Contribution Award in 2016, and also two J. Desmond Slattery Market Research Awards. He is past president of TTRA International and the TTRA Canada Chapter, as well as co-founder, and twice Chairman of both the World Tourism Organization Committee on Tourism Statistics and Tourism Satellite Accounts, and the International Statistics Institute Marco Polo Committee on Travel and Tourism Statistics.

Scott served as an advisor to the United Nations Experts Group on Tourism Statistics that developed the International Recommendations on Tourism Statistics 2008 and the Canadian Tourism Human Resource Council (now Tourism HR Canada) that in partnership with Maritz Canada and the Conference Board of Canada developed and updated the Canadian Economic Impact Study of the Canadian Meetings Industry (2013-2014; 2006-2008). He was Associate Editor, Methodology for the Encyclopedia of Tourism, 2nd Edition (2016), and served on the Canadian Tourism Commission's National Tourism Research Advisory Committee (2008-2011), as well as the Statistics Canada Advisory Committee on Service Statistics (2005-2008).