



Erin Francis-Cummings, President & CEO of Destination Analysts, has spent the last nearly two decades studying travelers from across the globe and translating their evolving, complex, and fascinating behaviors and opinions into marketing insights for Destination Analysts' 200 clients. Erin has designed research strategy and facilitated consumer research for some of the world's greatest destination brands, from Fiji to Florida. In addition to conducting research from brand auditing to user experience to ROI analysis, she also oversees the production of Destination Analysts'

The State of the American Traveler—one of the travel industry's longest-running and most relied on tracking study of American leisure travel sentiment and behaviors—and The State of the International Traveler—an annual study of the travel behaviors and perceptions of international travelers in 14 top feeder markets to the United States. Since February, Erin has led Destination Analysts' weekly Coronavirus Travel Sentiment Index, insights from which have been critical to the travel industry's navigation of the COVID-19 pandemic crisis. Erin currently serves on the international board of directors for the Travel and Tourism Research Association and supports the greater travel industry through projects for the US Travel Association and Destinations International. Prior to leading Destination Analysts, Erin held Advertising and Marketing management roles at Amtrak and the San Francisco Travel Association. She holds a Bachelor's degree in Political Science from the University of California Los Angeles, and currently lives in San Francisco with her husband and two school-age children.