



**Cree Lawson, Founder & CEO, Arrivalist**

Cree Lawson is a new media pioneer best known for creating Arrivalist, the largest location data company in the travel sector, and Travel Ad Network Inc., which made INC Magazine's List of 500 Fastest-Growing Companies.

After a two-decade career in journalism and travel advice, Cree always wondered why he was building databases of subjective opinions about where to travel instead of collecting objective, evidence-based behavioral insights into where people actually travel. Cree's desire for objective, evidence-based travel insights led to the creation of Arrivalist.