



Donna Keren is SVP and Head of the Research Unit at NYC & Company, New York City's destination marketing organization. She joined the organization in 2002. With a Ph.D. in anthropology, she believes in humanizing data and statistics in general, but especially in the travel & tourism context. Key projects have included developing econometric models for visitor volume, cultural audience segmentation, economic impact of Marriage Equality, LGBT markets and travel, and destination identity. She is also a frequent guest on international panels here she makes bad puns in both Spanish and English.