



Jeffrey Eslinger joined the Hawai'i Visitors and Convention Bureau in 2018 as senior director of market insights, responsible for analyzing trends impacting tourism in Hawaii as well as all HVCB programs that support marketing, MCI, travel trade and membership efforts.

Eslinger has over 20 years of destination research and tourism marketing experience. Prior to joining HVCB, he served as senior director of client insights with DK Shifflet. Prior to DK

Shifflet, he was the manager, customer insights and research at US Airways and director, market research at Northstar Travel Media. Eslinger earned a bachelor's degree in communications from the University of Dayton.