



**Nate Gieryn** is the Tourism Research Manager for Travel Texas and in this role directs a research program that serves as a foundation for the state's marketing promotions and tourism development. He is a frequent speaker at both tourism industry conferences and destinations around Texas, often focusing on tourism research or tourism-related strategies for economic development.

Nate is the current Vice President on the Travel and Tourism Research Association (TTRA) board of directors, is a past president of the TTRA Texas Chapter, and received the Mark of Distinction Award from the Texas Travel Industry Association (TTIA). He holds a MS in Community and Regional Planning from UT-Austin and a BA in Geography with Honors from UW-Madison.