



Liz Bittner currently serves as President & CEO for Travel South USA, a 12-state, regional marketing alliance owned by Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. It is the oldest, largest, and most respected regional alliance in the United States.

A self-confessed marketing data nerd, Liz has used her expertise and dedication to help build a region that stands out on a global level. Research, analysis, and strategy drive all decisions, with guidance from the TSUSA Research & Insights Committee. Under her leadership, Travel South USA has successfully increased visitation and spending (reaching \$10 billion in 2019), beating national averages and capturing market share in Asia, Europe, North America, South America, and Oceania.

Serving all facets of tourism is her professional passion — including marketing and sales positions in hotels, group sales, hotels, GSA marketing, casinos and rental cars, and international master franchising with both Choice Hotels and the Hospitality Services Division at Cendant Corporation, now Wyndham Worldwide.

In addition, Liz has occupied seats on the U.S. Travel Association's Board of Directors, Marketing, Scholarship Award, and Membership Committees, as well as roundtable advisor membership with Brand USA.

Liz holds a degree in Organizational Communications/Marketing from Ohio University. From her home base in Atlanta, she now proudly cheers for her favorite Southern college teams: Clemson University, Georgia State University, and the University of Alabama.