

Anna Blount Bio

With over 15 years of experience in market research and industry leadership, Anna is an expert in integrating diverse research methodologies and data sources to drive strategic decision-making in the travel and tourism industry.

As Vice President of Industry Research at Datafy, she bridges data science, customer experience, and executive strategy to maximize value for clients. She specializes in innovative research strategies that enhance the role of data in DMO planning and advocacy while ensuring Datafy's solutions remain ahead of market needs. Through collaboration with marketing, product, and business development teams, she drives efficiency and product innovation while fostering strong industry relationships for Datafy.

Previously, Anna served as Vice President, Research at Longwoods International, where she transformed market research into actionable recommendations for DMOs, focusing on visitation trends, resident sentiment, ROI analysis, and brand assessments. Prior to that, she was Director of Market Research at MMGY Global, leading both custom and syndicated quantitative and qualitative research programs for six years. She began her career in Market research and consumer insights at Publix Super Markets Inc., a Fortune 100 company.

A dedicated leader within the TTRA, Anna is serving her second term on the Board of Directors. She is the co-founder and co-chair of the TTRA Think Tank and Webinar Task Force, and is currently in her third year as Practitioner Chair of the Annual Conference.

Anna holds a Bachelor's degree from the University of South Florida (Tampa, FL) and Master's degrees from University College London and the University of Westminster (London, UK).