

Chris Klauda, Director Analytics & Insights, STR and SETTRA member

It is an honor to submit my nomination for the 2025-2028 TTRA Board term. Over the years my involvement with TTRA has been a rewarding experience that has allowed me to learn from others, connect and share ideas with peers, and support tourism across the globe. I love the travel industry, and I truly believe that if more people traveled and explored other destinations, the world would be a more peaceful and welcoming place for all. My motivation for submitting this nomination is because I believe in and would like to help support TTRA's shared values of thought leadership, a global community, fostering inclusive and collaborative relationships with an eye toward the future in a fun and engaging environment.

My history with TTRA stretches back to 90s when I was a market researcher and eventually vice president of lodging research at D.K. Shifflet & Associates now a part of MMGY Global located in McLean, Virginia. The first conference I attended was in Whistler, Canada in 1993 and I gave my first TTRA presentation in Montreal in 2004. Jumping ahead to more recent times, in 2015 I was hired by STR, a hospitality analytics firm in Nashville, Tennessee as their first director of destination research. I became a member of SETTRA and shortly thereafter joined the SETTRA board and eventually was honored to serve as board president for two terms from 2021-2023 and as past president until this year. During my time with SETTRA I believe I was valued as a board member who was a good collaborator and particularly effective in getting conference sponsorships. As president I was proud of my reputation as a leader who listened to and motivated board members to use their skills to make meaningful contributions to the organization.

My reason for wanting to sit on the TTRA International board is to share not only my skills as a researcher for many years in both the lodging and destination space, but my ability to work with people of all personalities, temperaments and skills, to communicate effectively to all members whether a DMO, academic or supplier, to collaborate and encourage others, and most important, to get things done. When signing up to work with a volunteer organization, it is important to value everyone's time and talent because the only gratification received from being part of a volunteer organization is what you give to it and what you get out of it. As a member of the TTRA board I intend to make a solid contribution, and I look forward to being an active and engaged participant.