


USA

United • Sustainable • Action

IITA  **FEBRUARY 9-12**
SUMMIT
SALT LAKE CITY • UTAH



General Session: Coming to America:

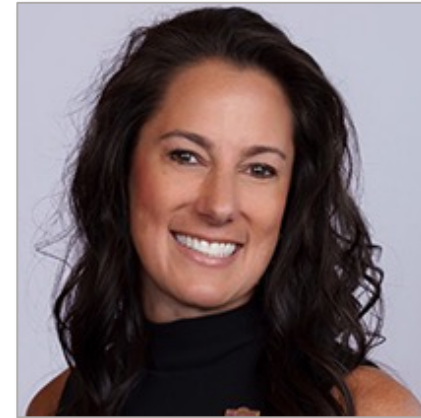
Panel: Opportunities Abound to Draw Visitors



Fred Dixon
President/CEO, New
York City Tourism +
Conventions



Jackie Ennis
Vice President,
Global Trade
Development, Brand
USA



Heather Egan
Director of Leisure &
International Sales,
Grapevine
Convention &
Visitors Bureau



Tyler Gosnell
Managing Director of
International
Inbound Travel, U.S.
Travel Association



SALT LAKE

MONDAY 11:15 - 12:15 PM