



**Suzanne D. Cook**  
**Senior Advisor**

For more than three decades, Suzanne served as the Senior Vice President of Research for the U.S. Travel Association, providing economic and marketing research and analysis to benefit its members and support industry efforts involving advocacy and promotion. The comprehensive program she developed and directed includes the Travel Economic Impact Model and ongoing consumer research such as *TravelHorizons*<sup>™</sup>, a quarterly, forward-looking survey conducted in conjunction with the Ypartnership. She was also the principle architect of *travelgreen.org*, the primary source for information on sustainability efforts within the travel community, and some of our industry's best efforts, developed in partnership with American Express.

Suzanne now serves as Senior Advisor to U.S. Travel. In this capacity, she is the author of the monthly e-newsletter *U.S. Travel Outlook*, serves as General Manager of U.S. Travel's *Marketing Outlook Forum*, is a frequent speaker at industry conferences and provides advice to the association on research and strategic initiatives. She is also President of Suzanne Cook Consulting, LLC, offering research, strategic planning and presentation services to destinations and corporations within the travel industry.

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