

Longwoods International Hires Tourism Research Leader

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Jeanne Liu, who was formerly the Vice President of Research for the Global Business Travel Association (GBTA), has joined as Senior Vice President of Research at Longwoods International, the leading tourism research consultancy with a U.S. headquarters in Columbus, OH. Liu led the research team at GBTA, which produces over a 100 industry-leading studies and insights a year for its members and partners.

"The breadth and depth of Jeanne's tourism research experience and expertise is very impressive," said Bill Siegel, founder and CEO of Longwoods International. "We are thrilled to have a professional of her caliber joining the Longwoods team."

Prior to joining GBTA, Jeanne was the Director of Consumer Research at Brand USA, the public-private partnership responsible for the United States' first-ever nationally coordinated tourism marketing effort. Before that, she was a Senior Manager at Marriott International where she conducted qualitative and quantitative research for all of Marriott's digital presence.

"I am both thrilled and honored to join Longwoods International, a company known as the "gold standard" for travel and tourism market research," said Jeanne Liu. "Longwoods is the leader in visitor profile, image, return on investment and advertising effectiveness research, among others."

Jeanne Liu will apply her research capabilities on behalf of Longwoods' travel and tourism clients in the U.S., Canada and around the world. She will start her duties at Longwoods on May 7, 2018.

"I have been impressed by Jeanne's intellect, work ethic and customer focus since our time working together at Brand USA," said Amir Eylon, President and Partner, Longwoods International. "I am confident she will play a significant role in our company's future as Longwoods celebrates its 40th anniversary in 2018 and plans for our next 40 years."

Longwoods International is a leading travel and tourism research company with offices in Toronto; Columbus, OH; Scottsdale, AZ; Arlington, TX; Clifton, VA; and Lake Geneva, WI. It conducts Longwoods Travel USA®, the largest ongoing survey of American travelers, as well as image, advertising effectiveness, advertising return on investment and other custom research in 12 countries around the globe.