



Brian London

500+ connections

Entrepreneur, CEO at London's Tourism Publications

Jacksonville, Florida | Leisure, Travel & Tourism

Current Southeast States Chapter, Travel and Tourism Research Association (SETTRA), Travel Industry Indicators

Education Florida State University

View this profile in another language

Find a different Brian London

First Name Last Name

Example: Brian London



Brian London
Data Scientist at SeatGeek
United States



Wm. Brian London
Labor and Employment Attorney at Fisher Phillips
United States



Brian E. London
Vice President
United States



Brian London
Group Lead, Systems Engineering at Shell TechWorks
United States



Brian London
Educator at Police Society for Problem Based Learning
United States

More professionals named Brian London

View Brian's full profile. It's free!

Your colleagues, classmates, and 400 million other professionals are on LinkedIn.

View Brian's Full Profile

Published by Brian

See more



Stop Clicking Around: Direct Hotel Booking Marketing Effort from Hilton

February 17, 2016



Florida Tourism Partnerships

February 16, 2016



Bermuda Tourism Marketing Results

February 10, 2016

Public profile badge

Include this LinkedIn profile on other websites

View profile badges

Summary

I have been focusing on public / conference speaking and also writing about tourism-marketing. I have been involved in the travel and tourism industry since 1999. My first research project was to work with the Tallahassee Regional Airport in understanding what local residents thought of the facility and what the decision criteria was for selecting an airport to fly into/out of. When not speaking at industry conferences, I publish two newsletters that keep my clients informed about industry trends: a printed monthly industry overview and a daily e-mail full of industry developments and insights.

In addition to speaking and writing - I work with select organizations to develop research-based marketing plans; on both a project and on-going basis.

Experience

Executive Director

Southeast States Chapter, Travel and Tourism Research Association (SETTRA)
2011 - Present (5 years) | Jacksonville, Florida Area

People Also Viewed



Wilton Blake
White Paper Writer Case Study Writer I'll help you maximize the effectiveness of your B2B marketing efforts.



Michael Nelson
Realtor Sales Consultant at Exit Real Estate Gallery



Jay Lesowitz
Multi-Media Specialist at Times-Union Media



Haramrit Dhaliwal
Director, Benefits at ExpertQuote Insurance



Kathy J. Houk
Principal, Market Insight



Wyatt Hoover
Practice Administrator at River Oak Dental

President & CEO

Travel Industry Indicators

2011 – Present (5 years) | Jacksonville, Florida Area

The aim of Travel Industry Indicators is to provide insight and analysis to help organizations gain market share. This mission encompasses a number of things including: all forms of research and reporting, and research-based marketing information. In addition to research program design and consulting, the flag-ship product is a monthly newsletter (ISSN: 8756-8799) and 45 minutes monthly Q/A calls with subscribers. The publication has been in print since 1983.

Skills

- Conference Speaking
- Awesomeness
- Event Planning
- Budgets
- Research
- Training
- Public Relations
- Marketing Strategy
- Strategic Planning
- Event Management
- Social Media Marketing
- Tourism
- Marketing
- Hospitality
- Email Marketing
- See 24+

Organizations

Infusionsoft User Group - Jacksonville (Florida) Chapter

Group Leader

Starting March 2016

New group leader / meeting coordinator for Infusionsoft users in the Jacksonville (Florida) metro area.

Education

Florida State University

Bachelor of Arts (B.A.), Economics, Government, Political Science, Special Taxing Districts (Social Sciences)

Languages

English

Native or bilingual proficiency

Spanish

Elementary proficiency

Russian

Elementary proficiency

Volunteer Experience & Causes



Chris Parker

PARFAM REALTY & Parker Associates



Michael Farrell

Manager at Value City Furniture/ American Signature Furniture



Geoff Fitzgerald



Hire independent Interaction Designers like Brian

[Post your project – It's free →](#)

See Interaction Designers available for hire



Help recruiters find you

Members with a position get 3 times more profile views.

[Update your profile](#)

First Coast No More Homeless Pets
Present | Animal Welfare

Groups

DMAI Convention an... **Florida Travel & Touri...** **The Project Manager ...** **World Tourism Network**

Travel and Tourism R... **eMarketing Associati...** **HOSPITALITY TREN...** [See 7 more](#)

View Brian's full profile to...

- See who you know in common
- Get introduced
- Contact **Brian** directly

[View Brian's Full Profile](#)

Not the Brian you're looking for? [View more](#)

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) | [Browse members by country](#)

© 2016 | [User Agreement](#) | [Privacy Policy](#) | [Community Guidelines](#) | [Cookie Policy](#) | [Copyright Policy](#) | [Unsubscribe](#)