

During his ten years as President & CEO of Destination Marketing Association International (DMAI), **Michael D. Gehrisch** has reenergized and positioned DMAI as one of the world's leading hospitality associations.

With Michael at the helm, the association repositioned itself in 2005 as Destination Marketing Association International (previously the International Association of Convention and Visitor Bureaus), to enhance the relevancy and visibility of its members to individuals outside the industry. Michael led the industry's historic Destination Marketing Accreditation Program initiative, which established a consistent standard for destination marketing operations, and which has accredited over 100 DMOs around the globe.



**Michael D.
Gehrisch
President &
CEO, DMAI
Ex-Officio**

Michael also guided the Destination & Travel Foundation (the consolidated entity of the DMAI and U.S. Travel Foundations) through two major fundraising efforts, 2001's *Destination Ahead* campaign, and the 2009 *Destination Excellence* campaign, raising over US\$6 million for vital destination marketing research and resources. His keen understanding of tools needed for DMO success led to the development of the groundbreaking *2008 Futures Study*, which revealed key need areas facing the destination marketing industry which the *Destination Excellence* campaign seeks to answer through innovative tools and resources.

Additionally, Mr. Gehrisch currently serves on boards for the Convention Industry Council, the U.S. Travel Association, and Chamber of Commerce Committee of 100, with previous service on the American Society of Association Executives Board of Directors. The proud recipient of the NYSAE Education & Research Foundation's 2007 Vision Award, Michael has been named one of the "25 Most Influential Travel Executives" by *Business Travel News* and one of *Tradeshaw Week's* "100 Most Influential People in the Tradeshaw Business" in 2006, and was ranked among the "Top 25 Most Influential People" in the meetings industry by *Meetings News* magazine in 2004.

Michael has more than 29 years experience in the hospitality industry, including working for 13 years as Executive Vice President for the American Hotel & Lodging Association (AH&LA) in Washington, DC. Earlier in his career, Gehrisch held management positions with Marriott and Hilton hotels.