

John Picou – Nomination for TTRA International Board of Directors

"If you can be the best, then why not try to be the best?" – Garrett Morgan



Dear TTRA Board Selection Committee,

I am honored to submit my nomination for the TTRA International Board of Directors for the 2025–2028 term. Throughout my career, I have been guided by strategic innovation, data-driven insights, and collaborative leadership, all of which I am enthusiastic to contribute in advancing TTRA's mission of excellence in travel and tourism research.

Professional Background & Experience

As Director of Business Intelligence at Visit Anaheim, my strategic initiatives have significantly impacted both local and global tourism landscapes:

- **Data-Driven Growth:** Implementing sophisticated analytics and predictive modeling, I increased the ROI for the Anaheim Convention Center, directly boosting local economic development and setting new industry standards that are now benchmarks for other regions.
- **Cross-Industry Influence:** Through sharing our analytical models and collaborative frameworks, I have inspired regional and international tourism bodies to adopt our approaches, enhancing their own strategies and competitive positioning.
- **AI and Technological Advancement:** By employing AI technologies like machine learning and real-time data, we improved predictive accuracy and operational efficiencies. These tools accompanied with other technologies address industry challenges, enhance market forecasting, and offer robust methodologies that TTRA can leverage in its research.

Commitment to TTRA & Industry Leadership

My active participation as a board member of the TTRA Greater Western Chapter underscores my dedication to promoting collaboration and innovation within the tourism research community. I have consistently championed knowledge-sharing among academia, DMOs, and industry leaders, enriching the travel research landscape.

Addressing Industry Challenges & Opportunities

Today's rapidly evolving tourism sector presents both challenges and opportunities. As a Board member, my focus will be on:

- **Harnessing Transformative Data:** By utilizing visitor and economic impact data, I aim to redefine tourism strategies that promote sustainable growth and industry resilience.
- **Engaging in Critical Dialogues:** Advancing discussions on sustainability, technology integration, and DEI ensures that TTRA continues to lead inclusive, forward-thinking initiatives that address complex industry challenges.
- **Cultivating Global Perspectives:** Building on global best practices will position TTRA as a leader in addressing shifts such as sustainable tourism and technological innovation, enhancing both regional and global tourism landscapes.

Vision & Contributions to TTRA

Aligned with industry innovations, my strategic vision for TTRA includes:

- **Innovating Research Methodologies:** Promoting integration of AI and advanced analytics to enhance TTRA's research capabilities and maintain its position at the cutting edge of tourism insights.
- **Strengthening Cross-Sector Alliances:** Bridging academia and industry will ensure research applicability and drive impactful progress and industry advancement.
- **Revitalizing Member Engagement:** By nurturing dynamic exchanges through cutting-edge digital solution. I plan to position TTRA as a leading hub for tourism research development and member engagement.

John Picou – Nomination for TTRA International Board of Directors

Personal Touch

I greet every interaction with a smile and positivity, even amid data challenges. I view these moments as opportunities for growth—a philosophy that inspires my work and teams. This perspective fuels my passion for tourism research, encouraging a culture of enthusiasm and innovation. This is evident from my initiation of an internship program that has successfully developed new analysts within our industry

Closing Statement

TTRA is essential in setting international tourism research standards. I am enthusiastic about bringing my expertise in strategic planning, data analytics, and leadership to the Board, amplifying TTRA's reach and influence. Thank you for considering my nomination; I look forward to potentially aligning my vision with TTRA's strategic goals and contributing to our shared success.

Warmest regards,

John Picou, MA, MBA, EMGM
Director of Business Intelligence
Visit Anaheim
Email: jpickou@visitanahaheim.org
LinkedIn: [John Picou]