

ZEEK COLEMAN



LONG FORM

As **Vice President, Americas** at Tourism Economics—a leading authority in travel research and analysis—Zeek Coleman applies more than a decade of expertise in data-driven strategy to help destination marketing organizations, associations, and corporations thrive in a competitive tourism landscape. Prior to joining Tourism Economics, he guided product adoption and retention as the Head of Marketing for Tourism & Hospitality at ADARA, and led Visit Savannah’s data intelligence efforts, where he transformed raw numbers into actionable insights that informed economic impact, forecasting, and budget optimization.

Recognized as a trusted thought leader, Zeek frequently takes the stage at industry conferences to share his innovative approaches to leveraging travel analytics. He has a unique talent for bridging the gap between complex data and meaningful narratives that inspire more informed business decisions. Away from the data, you might find him on the basketball court—he once suited up against NBA legends Alonzo Mourning, Robert Horry, and Antoine Walker on the reality show “Pros vs. Joes.”

SHORT FORM

Zeek Coleman is Vice President, Americas at Tourism Economics, where he translates complex travel data into actionable strategies for destinations, associations, and global brands. A sought-after speaker and thought leader, Zeek has a knack for making insights accessible for broad audiences. Away from the data, you might find him on the basketball court—he once competed against Alonzo Mourning, Robert Horry & Antoine Walker on a show called, “Pros vs. Joes.”

[DOWNLOAD HEADSHOT](#)