



NEW YORK CITY TOURISM + CONVENTIONS ANNOUNCES SENIOR LEADERSHIP APPOINTMENTS FOR TOURISM MARKET DEVELOPMENT TEAM

New York City (May 23, 2023) — NYC Tourism + Conventions today announced senior leadership changes on the Tourism Development team: Robert Beckham, previously SVP of Membership, will transition to the role of SVP of Tourism Market Development for Europe. He will oversee all European markets and be based in the UK. Reginald Charlot, previously Managing Director for Tourism Market Development, which included 15 years leading in the European markets, will now serve as SVP of Tourism Market Development for Australia, Canada, New Zealand, the US, Luxury and LGBTQ+ markets. Makiko Matsuda Healy, previously Managing Director for Tourism Market Development, will serve as SVP of Tourism Market Development. Her role remains unchanged and will continue to focus on leading trade development for the Asia, Latin America, Middle East and Africa markets. These operational changes, overseen by Chief Marketing Officer Nancy Mammana, expand the organization’s investment in critical inbound markets for New York City.

“This new structure for the senior leadership team allows us to grow our international leisure market portfolio and also place greater focus on domestic and specialty market share,” said **NYC Tourism + Conventions President and CEO Fred Dixon**. “We are excited to leverage our in-house talent to take on these critical roles for our organization; both Reginald and Robert have had long tenures with NYC Tourism + Conventions, and I thank them for all the great work they have done for the organization. Their combined decades of expertise have brought incredible value to the strategic positioning and selling of New York City as a world-class destination.”

Mr. Beckham joined New York City Tourism + Conventions in 2002 and has worked on the Membership Development and Services team since 2014, leading efforts to diversify and grow the member base, while also providing education and marketing opportunities to businesses and organizations from all five boroughs. His diverse background in sales and marketing for restaurants, attractions and destinations is seen across leadership roles spanning nine European and South African markets for iconic brands, including The Walt Disney Company, Gordon Ramsay Restaurants and Hard Rock International.

Mr. Charlot has served on the Tourism Market Development team since 2008. In that time, he has led the effort to develop core markets across Europe, Australia, Canada, New Zealand and the US. His successes include creating OOH media partnerships with Air New Zealand, Havas Voyages, Viajes El Corte Inglés; he also helped establish city-to-city partnerships between New York City and Auckland, Milan and Madrid. In addition, he has helped develop the organization’s luxury strategy, which he will continue to grow in this new capacity. He is a past chair for the International Gay and Lesbian Travel Association (IGLTA) Foundation, a member of the Virtuoso Black Diversity Advisory Board and an NYC Tourism + Conventions DEI Advisory Board member. Before joining NYC Tourism + Conventions, Mr. Charlot worked at Thai Airways and Air France.

“In addition to an expanded investment in these geographic regions, our new leadership structure also allows us to focus on deeper organizational strategies for our most

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important audience segments, including LGBTQ+, luxury, accessible travel, Black travel, US Hispanic segments, among others,” said **Nancy Mammana, Chief Marketing Officer for NYC Tourism + Conventions.**

NYC Tourism + Conventions also recently expanded its MICE efforts in Latin America, focusing on sales and education. This work will be led by São Paulo-based InterAmerican Network, which currently represents New York City for travel trade development and communications efforts for Brazil, Argentina, Colombia, Chile, Peru and Uruguay.

This week, NYC Tourism + Conventions will also attend IMEX Frankfurt, the leading global trade show for the meetings, events and incentive travel industry, including more than 5,100 international meeting planners and more than 3,000 suppliers. Attracting more meetings, conventions and large-scale events to NYC remains a core component of the City’s recovery strategy—and strong demand for meetings, conventions and events continues. Business travel accounts for approximately 20% of all travelers, with business travel more than doubling from 2021 to 2022 to 8.9 million business travelers, accounting for 16% share.

New York City remains the largest port of entry into the United States and is home to the world’s busiest airport system. In 2022, New York City attracted 9.4 million international visitors and is forecast to attract 11 million international visitors in 2023. International travelers account for half of all visitor spending in a typical year. New York City Tourism + Conventions has restored its pre-pandemic global reach to 17 international offices representing almost 30 countries across five continents.

New York City’s economic recovery continued in 2022 with over 56 million travelers, a 72.5% increase over 2021. This activity marks the return of 85% of the City’s record 2019 visitation levels. The City remains on track to welcome 63.3 million visitors in 2023.

About New York City Tourism + Conventions:

New York City Tourism + Conventions is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nyctourism.com

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