

Andria N. Godfrey

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Andria Godfrey joined ADARA in January 2017 and currently serves as Sr. Director of Customer Success for Tourism & Hospitality. Andria provides strategic direction and drives cross-team decision making to grow enterprise opportunities in the Americas. Along with her passion for advancing the travel and tourism industry, Andria brings to the team ten years of destination marketing and research experience, as well as expertise in leveraging data to enhance marketing efficiency and promote DMO advocacy. Prior to joining ADARA Andria spent seven years in research leadership positions for destination marketing organizations, including Research Director roles at Georgia Tourism and Texas Tourism.

Andria is an active member of the travel and tourism community, serving on the board of directors for the Travel and Tourism Research Association. She is a proud Texas Aggie receiving both her Bachelors and Master's degree from Texas A&M University.