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## Biography

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# Adam **Sacks**

Adam Sacks is the founder and President of Tourism Economics, an Oxford Economics company dedicated to understanding the relationship between travel and the economy. For more than 25 years, Adam has worked with destinations, industry associations, and companies around the world to deliver market assessments, forecast scenarios, policy evaluations, and economic impact studies.

Adam is a member of the US Department of Commerce Travel & Tourism Advisory board and his work regularly informs national and local government advocacy efforts. Adam sincerely enjoys speaking at industry conferences but prefers singing and playing guitar.