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THE-ICE 12th IPoE Forum 2018 World Café Facilitator

Mr Duane Vinson

Vice President and Assistant Director, STR SHARE Center



Mr. Duane Vinson is a Vice President and the Assistant Director of the STR SHARE Center (Supporting Hotel-related Academic Research & Education), a program that in cooperation with AHLEI (American Hotel & Lodging Association Educational Institute) and ICHRIE (International Council on Hotel, Restaurant, and Institutional Education), works with hospitality and tourism schools around the world to provide thorough and timely data for academic research and to provide comprehensive and relevant training materials for the classroom.

The SHARE Center has been warmly received by the academic community, with over 800 universities and colleges in 73 countries around the world now involved.

Mr. Vinson joined STR in 1997 and over the years he has been involved in many areas of operation at STR including Data Operations, Business Development, Client Services and STR's Database Operations Center tasked with building and maintaining STR's global lodging census databases of planned and existing hotels. Mr. Vinson is often requested as a guest speaker at hotel company conferences, local, state and national lodging and tourism conventions and as a guest lecturer with hospitality and tourism programs at universities worldwide. He has been quoted in leading trade publications and news sites such as HotelNewsNow, Lodging and major news media to include the Chicago Tribune, Miami Herald, New York Times, USA Today and the Wall Street Journal.

With a genuine interest in tourism research, he serves on the Board of Directors for the International Travel and Tourism Research Association (TTRA). He has previously been the Vice President, President and Chairman of the Southeast States Chapter of TTRA (SETTRA). Mr. Vinson has also served on the Allied Advisory Council of DMAI (Destination Marketing Association International). Prior to joining STR, Mr. Vinson was with Hyatt Hotels & Resorts. He has a BSBA in Marketing from the University of Louisville and currently resides in Hendersonville, Tennessee, with his wife and has three grown sons.