



Nan Marchand Beauvois

Vice President, National Councils & General Manager, ESTO

Nan Marchand Beauvois is the U.S. Travel Association's senior director of national councils, overseeing the National Council of State Tourism Directors, the National Council of Attractions, Destination Council, and the Meetings Mean Business Coalition. She is also general manager for U.S. Travel's Educational Seminar for Tourism Organizations (ESTO).

Marchand Beauvois is a strategic leader with more than 25 years of travel industry experience. Her successful career has been built on the personal tenets of creativity, passion and entrepreneurial thinking. Her innovation and strategic leadership were responsible for creating branded products and promotions that were engaging, imaginative, effective and able to increase the bottom line of both top destinations and Fortune 500 travel companies. Marchand Beauvois was recently recognized as one of Successful Meetings' 25 Most Influential People in the Meetings Industry.

Prior to joining U.S. Travel she was the executive director of the Pasadena Convention & Visitors Bureau, responsible for branding the city as a year-round business and leisure destination, beyond the Rose Parade and Rose Bowl, in the competitive Los Angeles market. Concurrently, she led an aggressive sales program for its expanding convention center.

She has lent her skills to industry associations and has served as a member of U.S. Travel's IPW Planning Committee, California Travel & Tourism Commission International Marketing Advisory Committee, the National Tour Associations Marketing Committee, TTRA Board member, the Los Angeles Tourism & Convention Board Marketing Committee and was a long-term board member of CalTravel, where she served as chair in 2000-01.

Marchand Beauvois attended the University of California at Los Angeles, studying political science/ international relations and romance languages. She is fluent in French and conversational Spanish. She lives in Arlington, Virginia with her husband and son.
