



Adam Sacks
Founder and President
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Adam Sacks is the founder and President of Tourism Economics, an Oxford Economics company dedicated to quantitatively-based consulting to the travel sector. Over the past twenty years, Mr. Sacks has worked with hundreds of destinations, industry associations, and companies around the world in the areas of opportunity and risk assessments, policy analysis, and economic impact.

Mr. Sacks's work has provided the foundation for billions of dollars in capital investment decisions by hotel companies, developers, and investors. Destination marketing organizations around the world rely on Tourism Economics data and scenario models to inform global marketing investment allocations.

Mr. Sacks also supports trade associations in the aviation, hotel, and broader travel arena with forecasts widely considered to be an industry standard. And by examining the economic merits of travel facilitation, taxation, and tourism promotion initiatives, Mr. Sacks's work has influenced local, regional, and national government policies.

He is an authority on measuring the economic impact of visitor activity and has analyzed the impacts of cruising, gaming, timeshare, hotels, new attractions and destination marketing. Mr. Sacks regularly presents to corporate strategic planning teams on the threats and opportunities facing their businesses and is a frequent conference speaker on the outlook for the economy and travel.