



Fred Dixon
President and CEO
NYC & Company

On March, 14, 2014, Mayor Bill de Blasio announced the appointment of Fred Dixon as President & CEO of NYC & Company, New York City's official marketing, tourism and partnership organization. With more than 25 years of experience in the travel industry, Mr. Dixon has the overall responsibility for developing and implementing New York City's tourism and convention development strategy internationally as well as in domestic leisure and business markets. At NYC & Company, he has built a professional sales and marketing team that is at the core of the organization's strategy to increase visitation and economic impact across the City.

Joining NYC & Company in 2005, Mr. Dixon led the aggressive and successful expansion of the City's international marketing efforts. With a strategic focus on growing visitation and visitor spending, NYC & Company focused on emerging global markets rapidly expanding the City's presence from six traditionally strong origin markets to 17 offices covering more than 28 countries in just over two years. With a network of sales, marketing and press professionals in diverse feeder markets from Australia to the UK, China to Mexico and India to Brazil, New York City remains at the forefront of inbound international tourism to the U.S.

A respected and valued leader in a global industry with positions on travel industry association boards (including the U.S. Department of Commerce's Travel and Tourism Advisory Board) and planning committees, Mr. Dixon has served on boards including National Tour Association (NTA), Tourism Cares, Student & Youth Travel Association (SYTA) and U.S. Travel Association/IPW Planning Committee and was the City's appointment to the Board of the Javits Center Operating Corporation.

He is the City's primary liaison to the State's travel and tourism industry in addition to Empire State Development and I Love NY. Locally Mr. Dixon has built tactical relationships with industry partners, airlines, cruise, and transportation; credit cards and OTAs; hotels, restaurants and entertainment companies; the City's arts and cultural organizations, borough tourism offices and the small business members of NYC & Company across all five boroughs that keep the industry growing and creating jobs and opportunities.

Prior to joining NYC & Company, Mr. Dixon served in key positions at the Nashville Convention & Visitors Bureau, Planet Hollywood International, The Biltmore Estate, the Gatlinburg Convention & Visitors Bureau, Delta Airlines and Group Sales Box Office.

Mr. Dixon is a graduate of the University of Tennessee and resides in midtown Manhattan.