CHELSEA BENITEZ

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Chelsea Benitez is Senior Director, Research & Analytics for Brand USA, the nation's destination marketing organization with the mission of increasing international visitation to the United States, fueling the nation's economy and enhancing the image of the USA worldwide. In this role, Chelsea supports international marketing efforts through the development, direction, and implementation of consumer research and analysis for Brand USA.

Prior to joining Brand USA, Chelsea worked as the director of research at Destination Analysts, a market research company where Chelsea was responsible for the development, oversight, and implementation of market research strategies for projects on behalf of the clients. Chelsea also spent over eight years at the Los Angeles Tourism and Convention board as the director of tourism insights, overseeing all tourism related research and data analysis. Chelsea currently is a board member of the Travel and Tourism Research Association and is a 2018 California Travel Association 30 & Under Emerging Leader Award recipient.

She received her bachelor's degree in Sociology from University of California, Santa Cruz. Chelsea is a proud third generation Angeleno who is always avidly rooting for the Los Angeles Dodgers. She loves spending time in the warm California sun with her husband and rescue dog, Ouzo.