

***Christine Klauda, Vice President Lodging Research Services
D. K. Shifflet & Associates. Ltd.***

Ms. Klauda is a senior member of the DKSA staff and she has been part of the DKSA team since 1986. Ms. Klauda provides full service market research and marketing consultation to a broad base of clients in the travel industry. Her major clients are in the lodging industry. Ms. Klauda is frequently called upon by hotel companies to assist them in applying market research information to their marketing efforts and to present research to top management. Her responsibilities as Vice President of Lodging Research Services with DKS&A include formulation of research needs, designing of research studies, analysis of data, client support, and presentation of research findings.

Ms. Klauda is part of the original team that developed and syndicated the DIRECTIONS® Travel Intelligence SystemSM. This system provides large scale integrated, continuous tracking and forecasting information to all sectors of the travel industry. Ms. Klauda continues to be involved with product improvement and product development efforts for the DIRECTIONS® Travel Intelligence SystemSM.

Earlier, Ms. Klauda managed the data processing operation for Wirthlin International, a political and market research firm in Washington, D.C. She began her research career with Custom Research, Inc. (CRI) in Minneapolis, MN.

Ms. Klauda is involved in the Travel and Tourism Research Association (TTRA), the American Hotel & Lodging Association (AH&LA), the Hospitality Sales and Marketing Association International (HSMAI) and the American Marketing Association (AMA). She is an author and lecturer on marketing, trends in the travel industry, and the practical application of market research for business development and quality assurance. Major publications and the trade press often contact her including: CNN, The Wall Street Journal, The New York Times and USA TODAY. Ms. Klauda is frequently a keynote speaker at hospitality schools and regional and national travel conferences.

Ms. Klauda holds a BS degree in Business Administration from the Carlson School of Management at the University of Minnesota.