



マキコ・マツダ・ヒーリー

ニューヨーク市観光局 (NYC & Company) マネージング・ディレクター (ツーリズム・マーケット・ディベ
ロップメント)

Makiko Matsuda Healy

Managing Director, Tourism Market Development, NYC & Company

ニューヨーク市観光局において、新規市場、拡大・発展を続ける市場や専門性の高い市場にターゲットを絞り、戦略的な取引関係を発展させることで、世界有数の旅行先であるニューヨーク市の地位強化の任を務めている。JTIA(ニューヨーク日系旅行業協会)のボードメンバーであるとともに、業界のエキスパートとして、米中旅行業リーダーズサミット(Sino-U.S. Tourism Leaders' Summits)など数々の会議で招待講演を行っている。2009年には米ホスピタリティセールス&マーケティング協会(HSMAI)より旅行業界セールス&マーケティング・エグゼクティブ・オブ・ザ・イヤー(Travel Industry Sales & Marketing Executive of the Year)賞を授与される。2018年の国際インバウンド旅行協会のスタンレー・フィッシャー・トラベル・プロフェッショナル・オブ・ザ・イヤー(International Inbound Travel Association's Stanley Fisher Travel Professional of the Year)賞にノミネートされた。

Makiko Matsuda Healy has the overall responsibility for strengthening New York City's position as a premier travel destination by targeting new, emerging, developing and specialty markets, with a primary focus on influencing product distribution channels and developing strategic trade partnerships.

Ms. Healy actively participates in international tourism development efforts at the US national level, working closely with Brand USA, US Travel Association and the network of US Commercial Services throughout the world, as well as trade associations such as Hospitality Sales & Marketing Association (HSMAI), International Inbound Travel Association (IITA), where she serves as an advisory board member, and the Japanese Travel Industry Association (JTIA), where she also serves as a board member.

As an industry expert, Ms. Healy has been an invited speaker for numerous conferences such as the Cross-Border Retail Growth Forum, Advertising Week Tencent seminar, IITA Summits and Sino-U.S. Tourism Leaders' Summits.

In 2009, she received the Travel Industry Sales & Marketing Executive of the Year award by the Hospitality Sales and Marketing Association International (HSMIAI). She was also nominated to the International Inbound Travel Association's Stanley Fisher Travel Professional of the Year award in 2018.