

David Thexton

Partner.

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David Thexton is one of the leading authorities on travel and recreation research in North America. From his roots as Research Manager at Canadian Airlines, David founded Traveldata International in the 1970's and then, in 1990, continued to specialize in tourism research at Insignia. In addition to his work in tourism, David has also been active in both retail and packaged goods research.

David's breadth and depth of experience is unique, having conducted travel trade and consumer research worldwide for destinations, airlines, hotels, bus and rail lines, attractions, recreational industries and sports teams, as well as in the meetings and incentive travel industry.

His strong marketing and business skills, combined with a common sense approach to finding solutions are obvious assets and explain why many of his Blue Chip clients have relied on his advice and guidance for over 25 years.

Mr. Thexton is a member of the Marketing Research and Intelligence Association (MRIA) and The Travel and Tourism Research Association (TTRA) and a past member of The Pacific Area Travel Association (PATA) Research And Development Council.