

Assembly Resolution No. 2141

BY: M. of A. O'Donnell

HONORING Fred Dixon after more than 30 years of distinguished service to the tourism industry in New York State

WHEREAS, It is the sense of this Legislative Body to acknowledge those individuals whose professional lives and civic endeavors serve to enhance the stature of the State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Fred Dixon after more than 30 years of distinguished service to the tourism industry in New York State; and

WHEREAS, On April 2, 2024, Brand USA, the destination marketing organization for the United States appointed Fred Dixon as the company's new President & Chief Executive Officer, effective July 15, 2024; he will succeed Christopher L. Thompson, who announced his retirement in July 2023 and held the role of Brand USA's President & CEO from 2012 to 2024; and

WHEREAS, With a proven leadership track record in the travel industry as the current President and CEO of NYC Tourism + Conventions, New York City's official destination marketing organization, Fred Dixon is poised to lead Brand USA and bolster its position as a global leader in destination marketing; and

WHEREAS, Fred Dixon will oversee all of Brand USA's operations as the company prepares for its next phase of growth as tourism remains strong within the United States; and

WHEREAS, Joining his former organization in 2005 as Vice President, Fred Dixon rose to become CEO in 2014; with over three decades of experience in the travel industry, he has the overall responsibility for developing and implementing New York City's tourism, meetings and events strategy and programming to grow business and leisure travel from across the Nation and globally; and

WHEREAS, During his tenure, international visitation has more than doubled to over 13 million travelers; this is the result of a long-term strategy to create a global network of outposts comprising sales, marketing, and press professionals in diverse feeder markets including Australia, China, Mexico, Brazil and the UK; and

WHEREAS, A respected leader serving on travel industry association boards and committees, Fred Dixon is the current Chair of Destinations International, serves on the New York Convention Center Operating Corporation Board, the board of IGLTA, the International LGBTQ+ Travel Association, the U.S. Travel Association Executive Committee and is a trustee for the FIFA World Cup 2026 NYNJ Host Committee; and

WHEREAS, In his official acts, Fred Dixon was governed by a keen sense of duty and always showed a unique grasp of human problems; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Fred Dixon after more than 30 years of distinguished service to the tourism industry in New York State; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Fred Dixon.