



**Heather Hardwick Rhodes**  
***CEO and Co-Founder***  
***TravelStyles LLC***

Heather Hardwick Rhodes, CEO and co-founder of TravelStyles LLC, is an experienced consultant with nearly 20 years in the global travel and tourism industry. She is an expert in market analysis and has assisted destinations, tour operators, airlines, and other travel providers with a wide range of projects involving market segmentation, strategic planning, market assessment, branding and positioning, and product development. She has a thorough understanding of the attitudes, behavior, and motivations of North American travelers, and has particularly strong expertise in educational travel, adventure travel, escorted group travel and cruising—all areas of importance to potential tourism to Japan. Mrs. Rhodes has conducted tourism research and consulting assignments on six continents and has worked with destination marketing organizations to build demand and grow visitation, including those of Japan, Britain, Costa Rica, South Africa, Peru, Mexico, and Australia.

Mrs. Rhodes served as a key consultant on several projects for the Japan National Tourism Organization, including quantitative and qualitative consumer and trade research, the findings of which were used to support and guide the launch of the Visit Japan Campaign in the United States and Canada, and more recently, an assessment of the potential U.S. market for Japan in the wake of the 2011 earthquake and tsunami. She also traveled to Japan to assess the transportation infrastructure—bus, subway, train, ferry and airport connections—from the perspective of U.S. independent travelers.

Mrs. Rhodes is a frequent speaker at industry events and speaking engagements have included the Pacific Asia Travel Association General Meeting, the National Tour Association Annual Convention, the Educational Travel Conference, and the Adventure Travel World Summit. Before founding TravelStyles LLC in 2011, Mrs. Rhodes served as Vice President of Menlo Consulting Group for 13 years. Mrs. Rhodes is a graduate of Stanford University.