



Future Partners

Erin Francis-Cummings

President & CEO, Future Partners

A go-to expert resource in the destination marketing industry, Erin Francis-Cummings has spent the last two decades studying travelers from across the globe and translating their evolving, complex and fascinating behaviors and opinions into marketing insights for Future Partners' 200+ clients.

Erin currently serves on the international board of directors for the Travel and Tourism Research Association and supports the greater travel industry through projects for the US Travel Association, Destinations International and numerous tourism associations.