



**WHERE IS TRAVEL GOING? CLIMB IN AND FIND OUT.**

**EFTI - VISIONARY TRAVEL RESEARCH & INSIGHTS**

## FROM THE DIRECTOR

It is my great honor to head the first and only endowed Tourism Institute in the nation. The Eric Friedheim Tourism Institute (EFTI), housed within the University of Florida's Tourism, Hospitality and Event Management Department (THEM), is a hub of innovation and connection. Here, we drive visionary research and uncover new insights that impact businesses and tourism markets around the world.

Our mission is to unite industry leaders in Florida and beyond, advance cutting-edge tourism research, create meaningful engagement and collaboration, and support the education of tomorrow's pioneers. Our vision is to become the leading voice for tourism - nationally and internationally.

While the pandemic presented its share of challenges, I am proud to report this has not slowed our progress. Thanks to the tireless efforts of our faculty and extraordinary support from alumni and business partners, we continue to lead our industries forward.

On behalf of our EFTI family, I thank you for your continued support. You are why the next generation of tourism leadership is poised for greatness.  
Go Gators!

**Rachel J.C. Fu, PhD, CHE**

Director, Eric Friedheim Tourism Institute (EFTI)

## EFTI LEADERSHIP

### PRIORITIES

#### Recruitment

Create meaningful interactions and enrichment opportunities to recruit and retain exceptional students, talented faculty, and active board members.

#### Scholarship

Thanks to the generosity of our partners and donors, EFTI has established a variety of scholarships and endowments that will open doors for exceptional talent for generations to come.

#### Partnership

Collaboration, communication, and commitment are values we share with our partners. Research is most effective when grounded in trust and common interests.

#### Community

We use the influence of board members and leverage of our institution for the greater good. We reach out to the communities around us to serve their needs and provide students with opportunities to make a difference in the real world. Tomorrow's leaders are passionately engaged today.

#### Research

The research conducted by EFTI will always be relevant, pertinent, and reliable. From dealing with crises, such as surviving COVID-19, to forecasting economic conditions, to pinpointing future industry trends, we are committed to living at the forefront of travel research.

## RESEARCH INITIATIVES UNDERWAY

- Artificial Intelligence & Data Analytics
- National Risk Prevention & Crisis Management
- Sustainable Business & Development
- Community Festival & Sports Events

### IN THE NEWS



THE WALL STREET JOURNAL



## VISIONARY TRAVEL RESEARCH INSIGHTS

### FACTS & FIGURES

18

**NEW BOARD MEMBERS**  
in 4 Years

30

**INDUSTRY ADVISORY BOARD**  
Members Include:

14

CEOs OR  
PRESIDENTS

9

SENIOR  
VPs

3

VICE  
PRESIDENT

4

SENIOR  
DIRECTORS

45

**GUEST SPEAKERS ON EFTI WEBINARS**

21

CEOs

17

SENIOR  
VPs

7

SENIOR  
DIRECTORS

162+

**PAID INTERNSHIPS  
TO THEM STUDENTS**

### EFTI PARTNERSHIP PROGRAM

Engages industry organizations to build custom research and data programs. Learn more at [uftourism.org/our-partners](http://uftourism.org/our-partners)



To learn more, scan this QR code or visit [www.uftourism.org](http://www.uftourism.org)