



Cassandra Matej (MAH-tay) is the president and CEO of Visit Orlando, The Official Tourism Association® for Orlando, the most visited destination in the United States and Theme Park Capital of the World®. She is responsible for leading the branding, marketing and selling of the Orlando destination globally to drive Central Florida’s \$76 billion tourism industry.

Matej holds over two decades of experience in the tourism industry including serving as president and CEO of Visit San Antonio, as well as leadership roles at VisitDallas, Starwood Hotels & Resorts Worldwide and Hyatt Hotels. She has been recognized as one of the Top 25 Women in the Meetings Industry by Meetings & Conventions Magazine and listed among the 500 Most Influential Event Professionals list by BizBash. She serves as a board member of the U.S. Travel Association.

Her immediate focus is spurring recovery of the powerful Orlando tourism industry which – in traditional years – draws over 75 million visitors to the region.