



Jerry Henry

*Corporate Director of Research
Herschend Family Entertainment*



Biography

Jerry Henry is the Corporate Director of Research for the Herschend Family Entertainment Corporation (HFE), a themed entertainment company with 18 theme parks, water parks, dinner theaters, excursions and other entertainment venues across the country. Jerry has more than 20 years of experience in tourism research including projects conducted for a wide variety of attractions, retailers and destination marketing organizations.

For the past twelve years, Jerry has worked at HFE's corporate headquarters in Branson, MO where he is responsible for the creation, implementation and analysis of customer research projects throughout the corporation. During his tenure at HFE Jerry has created a variety of new management tools for measuring post-mortem marketing hook effectiveness, quantifying economic impact by customer segment, and estimating the lifetime value of attractions' guests among other things.

Jerry graduated summa cum laude from Southwest Missouri State University in 1984 and, prior to joining HFE, spent 8 years as Director of Marketing & Circulation for Bass Pro Shops Catalog Division.

He has chaired the Missouri Division of Tourism's Research Committee since 1997, chaired the Branson Lakes Area Chamber of Commerce's Research Committee since 1995, and been a member of the HFE President's Team since 1999.

Jerry is a frequent guest speaker at national and regional travel industry conferences and he regularly authors "*The Outlook on the Attractions Industry*" white paper for the Travel Industry Association's National Outlook Forum.