

MONTANA

2015 GOVERNOR'S CONFERENCE ON TOURISM AND RECREATION

Haybina Hao, National Tour Association

Bio



Haybina Hao, a native Chinese, MBA, lived in 4 countries and 3 continents. Prior to NTA, Haybina served as Chinese Market Manager for Western Leisure in Salt Lake City. She dealt with all aspects of the business including product development, working with DMOs/suppliers, marketing and sales, pricing and negotiations, driving-guiding, etc. Since coming on board with NTA, Haybina supervised the NTA Visit USA Center in China, and has been overseeing NTA's China Inbound Program.

While NTA has directly assisted over 100 companies and destinations in penetrating the China market, NTA's China inbound tour operators altogether have generated over \$6 billion export value in the past four years. Haybina has been invited to speak on the China inbound market by California, Rhode Island, Massachusetts, and many suppliers.