



Tom Noonan

President and CEO

Austin Convention & Visitors Bureau

Tom Noonan joined Visit Austin in 2016 as President and CEO. Under Noonan's leadership, Austin has seen year over year increases in total number of visitors, visitor spend and record convention bookings.

In 2019, he oversaw the launch of the Visit Austin Foundation with a mission to develop and promote education, job training and career opportunities within the hospitality, music, and tourism community in the greater Austin area.

Tom has been committed to building, attracting, and maintaining a diverse team and over the years has transformed the organization's robust Board of Directors, which includes the addition of several influential community leaders from the hospitality industry, private sector, and the City of Austin.

During the pandemic, Tom worked closely with the hospitality community, the Austin Convention Center and City Staff to help lead the recovery of the local tourism industry.

Looking ahead, Tom will continue to work with the Mayor and City Council to implement the Tourism Public Improvement District and support efforts to move forward with the Austin Convention Center expansion.

Currently, Tom serves on several industry boards, including U.S. Travel Association, Destinations International and the Executive Committee of Texas Travel Alliance.

Tom is a graduate of Luther College. With over 30 years of experience in the tourism industry, he spent 18 years at the Dallas Convention & Visitors Bureau where he started in Sales and Services and left as a Convention Marketing Executive when he accepted the role of CEO at Visit Baltimore in 2007.