

Matt Clement
Director of Marketing, Arrivalist

A marketing data geek with 10 years of experience in the DMO and Tourism industry, Matt combines a love of destination marketing with an unabashed passion for the numbers and the stories they can tell. He is an advocate for boosting the public's perceived value of the DMO industry by utilizing the power of effective analytics and research programs.

Clement began his tourism marketing career in the casino gaming industry before taking on his first DMO role at Experience Fayetteville in 2012. Matt then joined the Visit Fort Worth team where he directed and implemented the destination's paid marketing programs with an emphasis on harnessing attribution data to increase the effectiveness of digital campaigns. He was also a member of ADARA's Impact analytics division working with clients across the country to measure and analyze digital media assets.

Matt recently joined the Arrivalist team as Director of Marketing and is tasked with growing and cultivating the Arrivalist brand while also working with the company's over 100 DMO clients to better understand how their marketing efforts affect visitation to their destinations. Matt obtained his CDME designation in 2013 from DMAI.