



LISA JORDAN

CERTIFIED TOUR DIRECTOR

TRAVEL MARKETER

CONTACT

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- Washington, DC Metro
- DCA, BWI



CERTIFICATIONS

Tour Director Certification,
TripSchool BootCamp, 2026

Certified Hospitality Digital
Marketer, Hospitality Sales &
Marketing Association International
(HSMIAI), 2022-present

PERSONAL INTERESTS

Exploring destinations
Photography
Food & wine
Street art
Latin dance

DESTINATION KNOWLEDGE

Washington, DC metro area | Baltimore | Annapolis

TOUR EXPERIENCE

Volunteer Tour Guide

HI USA Washington, DC | 2016-2020

Led walking tours of historic H St. NE neighborhood in Washington, DC. Researched key POIs, planned tour route & logistics, prepared talking points, and delivered commentary. Guided tour guests safely to multiple stops. Offered support and local recommendations to tour guests. Facilitated guest conversations and destination discovery.

Co-Founder and Tour Director

Taste of Place | 2013-2014

Co-founded new culinary tour & experiences company in Washington, DC metro with the vision of connecting people to places through regional cuisine. Planned, organized and led themed tours including farm-to-table day trips and market tours. Developed and managed all company marketing. Partnered in business launch including business plan, marketing plan, business operations and tour product development. Responsible for customer service and satisfaction.

TRAVEL MARKETING EXPERIENCE

VP Marketing; Sr. Director, Digital Marketing

Red Roof | 2021-2025

VP Marketing & Communications

HI USA | 2018-2021

Director, Digital Experience

Sabre Hospitality Solutions | 2008-2018

Director of Marketing

Alexandria Convention & Visitors Association | 2007

EDUCATION

The George Washington University | School of Business

Master of Tourism Administration

AWARDS & ACHIEVEMENTS

The George Washington University MS THEM
Outstanding Alumni Award for Alumni Leadership