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Frank W. Johnson
General Manager, Vail Mountain Lodge & Spa

Frank W. Johnson is general manager of the Vail Mountain Lodge & Spa. He brings to his position more than 35 years of experience in the hospitality industry, and has been a leader in the Vail tourism community for 25 years.

Before joining the Vail Mountain Lodge & Spa in 2006, Johnson served for 14 years as president of the Vail Valley Chamber and Tourism Bureau. His tenure was marked by significant growth in the region's tourism business, including a four-fold increase in meetings and conventions business and a 60% increase in non-ski season lodging revenues.

Johnson's successes at the VVCTB were preceded by a 20-year series of sales, marketing and general management positions with leading international hotel companies, including Marriott, Hilton, Doubletree and Holiday Inn corporations. He has also served as general manager of several independent hotel and condominium resort operations in Aspen, Palm Springs and the Vail Valley.

Johnson's considerable expertise and tireless energy have benefited tourism and community organizations throughout Colorado. A three-time chairman of the Vail Valley Marketing Board, Johnson has served on the boards of the Vail Leadership Institute, Colorado/Wyoming Hotel/Motel Association, the Hotel Sales and Marketing Association, the Vail Resort Association, the Vail/Eagle Valley Rotary Club, the Vail Chamber of Commerce and the Vail Community Task Force. He was also the Lodging Committee Chairman for the Organizing Committee of the 1999 World Alpine Ski Championships.

Johnson was a founding member of the Colorado Association of Destination Marketing Organizations, serving as chairman for two years, and a founding board member of the Colorado International Marketing Organization. He has served as an

instructor for the Vail Leadership Institute, Colorado Mountain College and as a guest lecturer for the Leeds School of Business at the University of Colorado.

Johnson is a native of Jackson, Mississippi.

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