

## **Mitch Nichols**

President - Nichols Tourism Group, Inc.

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### **CAREER SUMMARY AND BACKGROUND**

Mitch Nichols is President of Nichols Tourism Group, Inc. (NTG) and leads the market analysis and product development activities of the firm. Mr. Nichols' expertise is focused on the study of a destination's underlying economic factors, the impacts of changing market conditions and the resulting implications to product and destination performance. He has directed and oversaw hundreds of market/feasibility studies as a Vice President for Mountain West, a leading economic and real estate consulting firm which served the southwest United States along with his work with Coopers and Lybrand and Laventhol and Horwath.



### **EXPERIENCE**

Mitch's experience ranges from analyzing and recommending components in large-scale, mixed-use developments, both in the United States and Mexico, to enhance smaller communities attraction potential through new product development. He has served as the primary consultant to the U.S. Forest Service, analyzing the demand potential and prospective impacts of a \$600 million mixed-use, resort development planned as the gateway to Grand Canyon National Park. Mitch has also analyzed the potential of a \$400-\$600 million convention center component associated with the development of a new National Football League stadium. His work also includes assisting the State of Montana's most well known gold mining towns, Virginia City and Nevada City. He is currently assisting Austin's Historic Sixth Street District in targeting and expanding this well-known Downtown destination.

Prior to his development of NTG, Mitch served as Vice-President with Mountain West, a leading economic and real estate consulting firm serving the Southwest United States. Mitch left Mountain West after its acquisition by Coopers & Lybrand in 1990 and worked with Laventhol & Horwath in its real estate consulting practice.

Mitch received both his Bachelor of Science (Cum Laude) and Masters in Business Administration degrees from Arizona State University. He is the past Southwest Chair of the nationally recognized Counselors of Real Estate (CRE) and previously served as the Financial Advisor to the Industrial Development Authority of the County of Maricopa where he helped close millions of dollars of bond transactions related to public purpose development initiatives. He has served as founding instructors in the tourism development program offered through a cooperative program by the National Association of State Development Agencies and George Washington University.

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### **EDUCATION**

- Master of Science,  
Business Administration,  
Arizona State University,
- Bachelor of Science (Cum Laude),  
Business Administration,  
Arizona State University

### **PROFESSIONAL AFFILIATIONS**

- Southwest Chairman of the nationally recognized Counselors of Real Estate (CRE)
- Arizona Tourism Alliance, Product Development Co-chair
- Certified General Real Estate Appraiser in the state of Arizona
- Previous Financial Advisor to the Industrial Development Authority of the County of Maricopa
- Founding panel member of ASU's Metro Phoenix Blue Chip Real Estate Forecast
- Urban Land Institute, Associate Member
- Travel Industry Association, Associate Member
- International Downtown Association