JONAS ONKELINX

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Jonas Onkelinx is the Director, Research & Insights at Brand USA, the nation's destination marketing organization dedicated to promoting international visitation to the United States. In his role, Jonas provides data and research insights to empower the team to make data-informed decisions, ultimately driving the organization's strategic initiatives forward.

With 20 years of research experience spanning macroeconomics, pharmaceuticals, and insurance sectors, Jonas brings a wealth of expertise to his role. Before joining Brand USA, Jonas worked for Experience Kissimmee, Florida.

Jonas holds a bachelor's degree in marketing from KHLim and a master’s from KULeuven in Belgium.

Committed to giving back to his community, Jonas served on the Board of Directors of the Osceola Chamber's Hospitality and Tourism Council and has also served on U.S. Travel's Research Advisory Committee.

Outside of his professional pursuits, Jonas is passionate about soccer as a player and a fan of RSC Anderlecht and the Belgian Red Devils. He enjoys immersing himself in different cultures through travel and is fluent in Dutch, English, French, and German.