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Visit Lafayette-West Lafayette Names Tim Crouson as New President and CEO

WEST LAFAYETTE, Ind. — October 7, 2026 — Visit Lafayette-West Lafayette (VLWL) has named **Tim Crouson** as its next President and Chief Executive Officer. Tim brings nearly a decade of destination marketing and tourism-industry experience to the organization and the Greater Lafayette community.

Tim joins Visit Lafayette-West Lafayette from Destination Ann Arbor, where he has spent approximately 10 years developing a broad background in destination marketing, tourism research, sports tourism, professional development, stakeholder engagement, and community-focused programming. He began his career there as an intern with the Sports Commission and advanced through a range of roles before serving in his current position.

“Tourism is ultimately about creating connections between people and places,” said Tim. “It invites us to explore, discover, and experience something new. As I begin my own next chapter, I’m honored and excited to join Visit Lafayette-West Lafayette as its next President and CEO. I look forward to working with the talented VLWL team, our partners and stakeholders, and the Greater Lafayette community to build on the work already underway and help shape an exciting future for tourism throughout Tippecanoe County.”

Throughout his career, Tim has been actively involved in professional organizations that advance the travel and tourism industry. He serves on the Board of Directors for the Central States Chapter of the Travel and Tourism Research Association (TTRA), the Destinations International 30 Under 30 Advisory Council, and the Destinations International Professional Development Committee.

His leadership and contributions to the industry have earned national recognition. Tim was named to the Destinations International 30 Under 30 Class of 2023 and was recognized as a Grand Canyon University 30 Under 30 honoree in 2024. In 2025, he received TTRA’s Emerging Leaders Rising Star Award at the organization’s Marketing Outlook Forum. He also received the Partnership and Community Engagement (PACE) Innovation Award for his work on the webinar series *Tourism Talks with Tim*.

Tim has shared his expertise at tourism and destination-marketing conferences, including the TTRA Central States Annual Conference, the Destinations International Annual Convention, and the North Dakota Travel Industry Conference.



In addition to his professional work, Tim is an active volunteer with the United States Tennis Association. He has served as District President for the Southeastern Michigan District, served on its Board of Directors for several years, and volunteers with the USTA Midwest Section.

VLWL Board Chair, David Byers, shares, “Tim brings a fresh perspective and strong enthusiasm to Visit Lafayette-West Lafayette. His experience working in another Big Ten community gives him a valuable understanding of the opportunities that come with being a university destination. We are excited to welcome his energy, experience and passion for showcasing all that Greater Lafayette has to offer.”

“We are pleased to have Tim Crouson join our team,” shares Kathy Vernon, VLWL Human Resources Chair. “After an extensive search and review of over 80 applicants, Tim demonstrated all the qualities we were seeking. Tim brings experience, leadership, energy, and passion to this position. We look forward to his leadership and the new opportunities ahead for Visit Lafayette-West Lafayette.”

Crouson will begin his role as President/CEO on **December 1, 2026**.



Tim Crouson

About Visit Lafayette-West Lafayette

Visit Lafayette-West Lafayette is the destination marketing organization for Greater Lafayette and Tippecanoe County. The organization works to attract visitors, meetings, conventions, sporting events, and group travel while supporting the local tourism economy and sharing the region’s distinctive attractions, events, dining, arts, culture, outdoor experiences, and Purdue University community.

For more information, visit www.homeofpurdue.com.