



**Daniel Thomas**  
**General Manager**  
**John Hancock Observatory**

A recognized leader in development, management and marketing in the travel industry, Daniel Thomas directs the John Hancock Observatory's strategy and operations. As general manager of one of Chicago's most visited tourist attractions and one of the highest 360-degree views in the Midwest, Thomas has made an immediate impact, introducing a new Web site, ticketing system, and the Observatory's first-ever multimedia tour. The tour is a collaboration with the Discovery Channel and narrated by actor-director and Lookingglass Theater Company co-founder David Schwimmer. Thomas has also launched a new brand and a total refurbishment of the Observatory, to be completed in 2008.

Thomas hails from New Zealand, where he was most recently manager of SkyTower in Auckland, the tallest tower in the Southern Hemisphere. His efforts earned SkyTower international acclaim in the tourism and service industry and solidified his reputation as a mentor and innovator.

Thomas has lifelong experience in the travel industry – beginning at age 12, helping at his family's hotel and learning the hospitality trade, then parlaying that into his career as a chef at a world renowned golf resort, Millbrook Country Club Resort in Queenstown. He then spent 10 years in flight management, airport operations, and human resources prior to his position at SkyTower.

Thomas holds an advanced certificate in tourism and travel and a certificate of competency from the New Zealand Aviation and Travel Industry Training Board. Thomas was recently elected to the Steering Committee for the World Federation of Great Towers, an international organization for the advancement of tower attractions. He was elected as the vice chair of the Illinois Tourism Alliance and is part of the Attractions Counsel and has recently been elected to the Board of Directors for the Greater North Michigan Avenue Association. Thomas has consulted with colleagues at other American towers and has taken an active role in the Chicago tourism community.

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