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Julia Barrero brings a holistic approach to marketing in the tour and activity industry. She helps businesses develop individualized, strategic marketing plans with purposeful goal-setting, intelligent experimentation, and consistent analysis. Julia directs all the marketing behind Xola, one of the industry's leading booking and marketing softwares for tour and activity companies.

She also manages Xola University, a marketing, business, and industry resource written just for tour operators, and writes a column in *Adventure Park Insider* on marketing in the zip tour and aerial adventure park sector. Her presentations on strategic marketing for tour operators have been heard around the country.



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