



Mario Bass
Executive Vice President & Chief Strategy Officer
Visit San Antonio

Mario Bass returned to Visit San Antonio in July 2024, having previously served there for over five years, with his last role as Chief Sales Officer.

In the newly created Executive Vice President and Chief Strategy Officer role, Mario oversees five departments—Destination Sales, Destination Experience, Events, Membership and River Walk Operations—and contributes to the overall success of the San Antonio hospitality industry.

With over 28 years in tourism and hospitality, Mario has driven creative results in various leadership roles across Texas, Florida and New York. As Chief Operating Officer at Visit Orlando, he managed internal operations, led and implemented strategic initiatives and developed annual business plans, all while supporting the company's mission.

During his earlier tenure at Visit San Antonio, Mario achieved the highest annual room night production in the organization's history, transformed the Destination Services Department from a reactive resource into a proactive industry thought leader and capitalized on emerging business segments post-pandemic with a recovery deployment and engagement plan, among many other successes.