



Davis Phillips
President and CEO, Phillips Entertainment, Inc.

Davis Phillips is the President and CEO of Phillips Entertainment, Inc. based in San Antonio, Texas. PEI owns and operates Ripley's Haunted Adventure, Guinness World Records Museum, Tomb Rider 3D Adventure Ride and Arcade, and Extreme Escape. Additionally, his company manages the Amazing Mirror Maze and Laser Challenge since January of 2007 and the Buckhorn Saloon and Texas Ranger Museum since July 2009.

Davis grew up in the Texas Travel and Tourism industry. From an early age his grandfather, Gene Phillips, exposed him to the industry. Many days were spent following (and probably bothering) Gene around Aquarena Springs. Davis also learned about the tourism industry in Texas from his father, Bill Phillips, and uncle Bob Phillips. He actually

began working in the tourism industry at age 11 at what was then called the Wax Museum of the Southwest in Grand Prairie, Texas. Taking tickets, sweeping the floors, and cleaning the restrooms, Davis learned all aspects of the attractions and tourism industry from the bottom up. At the age of 22 he became the General Manager of the Ripley's Believe It or Not and Wax Museum. While in this position he obtained his bachelors degree in business administration from the University of Texas at Arlington. After 17 years in Grand Prairie, six years as the GM, Davis became the General Manager of the original Ripley's Believe It or Not Museum in St. Augustine, Florida. While there he was involved in the St. Augustine Attractions Association, the Florida Attractions Association, and FLA USA. After two years there, Davis returned to Texas to join his father in their new family business, Phillips Entertainment, Inc. in San Antonio.

Since starting PEI in 2001 Davis helped grow the company from operating one attraction and 20 employees to now operating 8 attractions with 175 employees, the oldest saloon in Texas, and one gift shop - supervising the development, design, construction, and daily operations. Combined Ticket Sales for these attractions average 750,000 yo 800,000.

He has also been actively involved in the local and state tourism industry. Davis formed the first ever Attractions Committee in San Antonio in 2005 that continues to meet regularly sharing information on the issues and trends affecting the attractions industry. He also serves on the board of directors of the San Antonio Tourism Council and served as its Chairman of the Board in 2011 and 2012, and as its Treasurer since 2013. Davis has served on the San Antonio Hotel and Lodging Association's board, the San Antonio Convention and Visitors Commission from 2007-2016 and was its Chair from 2013-2014. Davis also serves on the board of directors for the Texas Travel Industry (TTIA) since 2008. In his role with TTIA, he has served as the Treasurer, is the Chair of the TTIA legislative Affairs Committee, and was the Chairman of TTIA 2015-2016. In addition, Davis was a member of the former Governor's Tourism Advisory Committee.

Davis lives in San Antonio, Texas and is married to Kari Phillips. They are members of Grace Episcopal Church and have two children – Willie Phillips 20 years old and Jackson Phillips 12 years old.