

Thursday 6 September, 2012

DESTINATION NSW APPOINTS REGIONAL MANAGER, NEW ZEALAND

Destination NSW Chief Executive Officer, Sandra Chipchase, today announced the appointment of Wayne Deed as the new Regional Manager, New Zealand.

Ms Chipchase said that Mr Deed's extensive industry experience and knowledge of international tourism with particular reference to the Australia Pacific region, will be a great asset to the Destination NSW team.

"New Zealand continues to be a core market for New South Wales, accounting for 14% of all visitors to the State with expenditure totalling \$437 million for the year ending June 2012," Ms Chipchase said.

"As Regional Manager, Mr Deed will work closely with industry, operators, airlines and key partners to drive visitors to NSW and contribute to the NSW Government's goal of doubling overnight visitor expenditure by 2020."

Mr Deed joins Destination NSW from Stella Travel Services where he has been Product & Marketing Manager for Australia, Sports & Events and the Pacific Islands for GO Holidays.

Prior to this, Mr Deed worked with Air New Zealand for six years, in a variety of roles from Retail Manager to Holiday's Product Development Manager.

Based at the Destination NSW office in Auckland, Mr Deed will commence work on Monday 8 October, 2012.

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For further information please contact:

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