

Thursday, 18 October 2012

Destination NSW Expands North Asia Presence

Destination NSW CEO Sandra Chipchase, announced today her agency would be making an increased investment in generating tourism numbers from key markets within North Asia, principally Greater China and Korea.

“With the support of the NSW Government we are now able to expand our resources and activities in this key region,” Ms Chipchase said.

“The first announcement we are making is the appointment of Ms Jennifer Tung who takes up the new position of Regional Director North Asia for Destination NSW. Jennifer will be based in Hong Kong and will oversee Destination NSW’s operations for Greater China and Korea. Impressive results achieved by Regional Manager Greater China, Mr Oton Wu, have also been recognised with greater resources assigned to his portfolio of responsibility.”

Ms Chipchase said “We are delighted to welcome Jennifer Tung to the team. Jennifer has a Masters degree in Business Administration and an exceptional track record in tourism and travel marketing, business development and sales, having worked in hotels, for cruise lines and State Tourist Offices, as well as for the Australian Tourist Commission. Most recently she was Regional Sales Director - North Asia for the Melbourne Convention and Visitors Bureau, managing offices in Hong Kong and Shanghai, as well as Business Development activities in Hong Kong, Taiwan, Korea, Japan and the Philippines.

The full details of the investment in Destination NSW’s North Asia program will be revealed at a forthcoming industry event in Sydney in November.