

Monday 25 July, 2016

DESTINATION NSW APPOINTS NEW BUSINESS DEVELOPMENT MANAGER IN CHINA

Destination NSW Chief Executive Officer Sandra Chipchase announced today that Ms Michelle Fu has been appointed as Business Development Manager, Western China to help promote Australia's premier tourism and events State to Chinese visitors.

"I am delighted to announce that Ms Michelle Fu will be taking up this key position for Destination NSW to further increase visitation to NSW from our largest inbound market, China," Ms Chipchase said.

"Based in Chengdu, Ms Fu will be responsible to further develop and grow the Western China market and will work closely with Destination NSW's airline, wholesale, retail and online travel agent partners in Western China.

"Our expansion in China plays a critical role in helping us contribute to our goal of doubling overnight visitor expenditure to NSW by 2020.

"In the year ended March 2016, visitors from China spent \$2.6 billion in NSW. These extraordinary figures are a reflection of the work we are currently doing as the State's tourism and major events agency, to ensure China remains our number one market for international visitors to Sydney and Regional NSW."

Ms Fu said she was delighted to accept the Business Development Manager role with Destination NSW and the opportunity to help grow tourism nights and expenditure from China for NSW.

"I am delighted to be starting with Destination NSW and look forward to promoting one of the world's best visitor destinations with the global city of Sydney and the beautiful surrounding regions of New South Wales to potential Chinese visitors," Ms Fu said.

Prior to joining Destination NSW, Ms Fu was the Marketing Manager at AirAsia X, where she contributed to growing the outbound market from the Western China region.

Ms Michelle Fu will commence at Destination NSW in Chengdu on Monday 25 July, 2016.

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