

Monday, 17 July 2017

## **DESTINATION NSW APPOINTS BUSINESS DEVELOPMENT MANAGER FOR SHANGHAI**

Destination NSW Chief Executive Officer Sandra Chipchase today announced the appointment of Ms Celine Dong, as the new Business Development Manager for Shanghai.

“Ms Dong will be responsible for building our relationships with key travel trade partners, wholesalers, retailers, airlines and online agents to increase the awareness and sales of NSW tourism destinations and products in Eastern China,” Ms Chipchase said.

“In the year ended March 2017, NSW welcomed more than 700,000 visitors from China who spent close to \$3 billion.

“We are committed to growing our presence in China, which is our number one inbound visitor market and these significant figures are a reflection of the work that Destination NSW is doing to ensure we continue to attract more visitors from this lucrative market.”

Ms Dong said Destination NSW’s reputation for delivering exceptional results was one of the motivating factors for her decision to apply for the Shanghai based role.

“I am looking forward to promoting NSW as the preferred choice for Chinese travellers to Australia and highlighting NSW’s iconic attractions, unique accommodation and world-class food and wine offerings.”

Prior to joining Destination NSW, Ms Dong was employed by the Singapore Tourism Board where she held the position of Manager, Eastern China.

Celine Dong will commence with Destination NSW on 17 July 2017.

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