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DESTINATION NSW APPOINTS NEW EDITORIAL AND CONTENT DIRECTOR

Sydney, Australia: Destination NSW has appointed Michelle Rowe as Director of Editorial and Content. The former Editor and Deputy Editor of The Weekend Australian's Travel and Indulgence section, Michelle will be responsible for delivering compelling editorial content to demonstrate the abundance of amazing events, destinations and experiences in Sydney and NSW that promote the State to visitors.

Destination NSW Chief Executive Officer Sandra Chipchase said: "As Australia's most geographically diverse and exciting state, there is an abundance of NSW stories to be told and experiences to share – from stunning images and footage of Regional NSW, to the State's festivals and events, to hidden gems of Sydney. From our dazzling coastline to our magnificent Outback, breathtaking national parks and rainforests to welcoming towns and cities, stunning food and wine, adventure, nature, wild and marine life – NSW is packed full of stories and experiences.

"Harnessing that content and sharing it with the world will see NSW visitation continue to grow and NSW to capitalise on our position as the number one market for domestic and international visitors," she said.

The new role is part of the Destination NSW Communications function lead by General Manager of Communications Tanya Bowes, who said: "Michelle brings an impressive set of skills and experience to Destination NSW, with more than 25 years spent as a writer, editor, online editor and senior manager across newspapers, magazines, television and digital publishing, and I am very pleased to welcome her to the team."

Michelle Rowe said of her appointment: "I am delighted to be taking on this new role at Destination NSW. There's so much going on in the State in terms of spectacular destinations, major events and the growth in tourism. I very much look forward to joining the team."

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