

Thursday 13 April, 2017

## **DESTINATION NSW APPOINTS ITS FIRST MANAGER FOR GERMANY AND FRANCE**

Destination NSW is delighted to announce and welcome Barbara Samoilenko as the organisation's first Business Development Manager for Germany and France.

Ms Samoilenko will be responsible for developing and implementing trade marketing and business development plans in both countries, to deliver programs and activities that increase overnight visitation and expenditure in Australia's largest tourism state, NSW.

Ms Samoilenko joins Destination NSW from the Ras Al Khaimah Tourism Development Authority in the United Arab Emirates. As the Executive Director Destination Marketing, she oversaw a team of 7 people driving marketing activities to establish the area as a holiday destination. Prior to her time in the United Arab Emirates, Ms Samoilenko was the Marketing Manager Europe, for VisitScotland in Edinburgh.

Destination NSW Chief Executive Officer Sandra Chipchase said she was delighted to welcome Ms Samoilenko to the NSW Government's tourism and major events agency.

"Barbara is an ideal fit for this important position, and brings a wealth of tourism and destination marketing experience," she said.

"Based in Frankfurt, Barbara will initially focus on Germany, which Destination NSW has identified as a priority market for attracting tourists to Sydney and regional NSW.

"Barbara will be responsible for creating opportunities for NSW tourism by building on her already strong relationships with industry stakeholders including key travel partners, wholesalers, retailers, airlines, and online agents.

"On top of her extensive portfolio of work, Barbara is also multi-lingual, speaking fluent German and English," Ms Chipchase said.

Ms Samoilenko said she was delighted to join Destination NSW.

"I am very much looking forward to playing an active part in delivering tourism growth to NSW from Germany and France," she said.

Reporting to Regional Manager UK/Europe based in London, Ms Samoilenko will join Destination NSW in the new Frankfurt office on 18 April 2017.

**Media: Ellie Laing, 02 9931 1307, [ellie.laing@dnsw.com.au](mailto:ellie.laing@dnsw.com.au)**