



## **Destination NSW appoints new Country Manager for New Zealand**

Destination NSW today announced the appointment of Ms Samantha Cameron as the new Country Manager for New Zealand. Well known in the New Zealand travel industry, Ms Cameron will be responsible for building upon the significant number of visitors to New South Wales from the New Zealand market.

Having held roles across the travel industry including retail, wholesale, National and State Tourist offices for a number of Australian tourism organisations, Ms Cameron brings solid experience and expertise in the New Zealand market to Destination NSW.

Sandra Chipchase, CEO of Destination NSW said, "New South Wales has always been a destination much loved by Kiwis, not only to spend time with loved ones living here, but as a great place to holiday and of course to attend Sydney and NSW's unique events such as Vivid Sydney, the Deni Ute Muster, Handa Opera on Sydney Harbour, the recent inaugural Australian Garden Show Sydney and of course the Bledisloe Cup.

"Last year ended June 2013, New South Wales welcomed over 380,000 visitors from New Zealand, staying over 4 million nights and spending an estimated \$433 million in NSW. NSW is definitely a fantastic destination for New Zealanders," said Ms Chipchase.

Commenting on the appointment of Ms Cameron, Simonne Shepherd, General Manager, Industry Partnerships and Government Policy said, "With a proven track record in business development, Ms Cameron will continue to develop strong relationships with travel wholesalers, retailers and airline partners. Her strength in marketing campaign management will see Ms Cameron develop new campaigns to further drive visitation to New South Wales. We are delighted to welcome Sam to our international team."

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