

MEDIA RELEASE



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Tara Bennett to join Tourism Tropical North Qld in 2024

Tourism Tropical North Queensland (TTNQ) has appointed Tara Bennett to the position of General Manager - Partnerships and Events starting in early 2024.

Ms Bennett is the Chief Executive Officer of Tourism Port Douglas Daintree and will replace Rosie Douglas who is leaving TTNQ at the end of the year after a 15-year career with the organisation to undertake consulting work.

TTNQ Chief Executive Officer Mark Olsen welcomed the appointment of Ms Bennett to the team saying her knowledge of the destination, industry and relationships with key partners would ensure a smooth transition when the organisation farewelled Ms Douglas.

"Tara's leadership has strengthened Tourism Port Douglas Daintree's position as one of Australia's leading local tourism organisations," he said.

"Her collaborative style is valued in the industry both in Australia and internationally after more than a decade of undertaking multi-city roadshows, trade shows, content development, sales training, advertising and the development of familiarisation programs.

"Tara's values strongly align with TTNQ and the destination as evidenced by her taking the lead in partnership with Douglas Shire Council to achieve the world's first Eco Destination Certification in 2019 for the Douglas Shire."

Ms Bennett said she had enjoyed a close working relationship with TTNQ throughout her tourism career and was looking forward to joining the team and furthering the strong relationships with industry, government and event organisers to grow sustainable tourism in the region.

"After 15 years at Tourism Port Douglas Daintree, including nine incredibly rewarding years leading the organisation, I believe it is the perfect time for a new leader to guide the local tourism organisation into 2024 and beyond," she said.

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