

October 23, 2026

Bob East announced as Tourism Tropical North Queensland Chair

The former Chairman of Tourism Australia and Tourism and Events Queensland Bob East has been appointed Chair of Tourism Tropical North Queensland (TTNQ) at the Annual General Meeting today (October 23).

Mr East is the Chair of Experience Co (ASX:Exp), Australian Venue Co, Leisure Accommodation Collective and the Gold Coast Suns. With a group of passionate tourism operators, he created the Mantra Group and developed it into the largest Australian-based accommodation provider. He led the company to a successful ASX listing and to its acquisition by Accor.

Chief Executive Officer Mark Olsen welcomed Mr East and thanked John O'Sullivan for his three years of service as Chair.

"It is fitting that we have a Chair with the depth of experience that Bob East brings in accommodation, experiences and global marketing to take up the mantle of TTNQ Chair after the great leadership shown by John O'Sullivan in his time as TTNQ Chair," Mr Olsen said.

"John's experience in leading one of Australia's largest adventure tourism businesses with significant international exposure and operations in the region has been invaluable in steering TTNQ through the post-pandemic recovery phase as we reshaped the organisation to play a key role in the international recovery for Australia.

"I thank John for his keen insight and look forward to working with Bob as we navigate the highly competitive world of destination marketing with a greatly reduced budget."

Mr O'Sullivan said it had been a privilege to serve as the Chair of TTNQ over the past three years.

"I have enjoyed my time working the Board, Mark and the broader team on delivering campaigns for our members. I wish Bob, Mark and the Board all the best for the future," he said.

Mr East said he was excited to join TTNQ. "I've long admired the tremendous results Mark and his team have delivered," he said.

"The region is known as a star performer across the nation. It's the perfect blend of amazing natural beauty, incredible operators and a spirit of working together as a region."

Chief Marketing Officer of the Cairns Adventure Group Lisa Chambers and inbound cruise operator Shorex Australia founder James Coughlan were elected to the two vacant TTNQ Board positions from a field of seven nominations.

Mr Coughlan has more than 25 years of global cruise industry experience and is contracted to the majority of luxury cruise lines visiting Queensland.

Ms Chambers has more than 20 years of tourism experience leading destination marketing, commercial growth and visitor acquisition strategies in Tropical North Queensland.

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