



6 September 2017

## NEW CHAIR OF TOURISM AUSTRALIA - MEDIA STATEMENT FROM THE CHIEF EXECUTIVE OFFICER OF THE ACCOMMODATION ASSOCIATION OF AUSTRALIA

"The accommodation industry welcomes the appointment of Mr Bob East as the new Chair of Tourism Australia.

"It is tremendous to have a hands-on operator from the accommodation industry in this vital position.

"As Chief Executive Officer of the Mantra Group - the second-largest member of the Accommodation Association of Australia - for the past decade, Mr East has been at the forefront of innovative and cutting-edge growth in the accommodation industry, and tourism more broadly.

"His many tourism leadership roles have helped to secure a number of positive outcomes for the industry and the Accommodation Association looks forward to this continuing.

"In an increasingly competitive global marketplace, the role of Tourism Australia as Australia's international destination marketing agency will become more and more important."

-ENDS-

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