



Dear Industry Colleagues,

The Minister for Tourism, Michelle O'Byrne has announced in a [media release](#) today that Tony Mayell will take up the position of Chief Executive Officer at Tourism Tasmania in May.

His appointment is very exciting news for all of us at Tourism Tasmania, and on behalf of operators and other tourism stakeholders we will work with Tony to ensure he is well-briefed and connected around the state. Tony has already made it clear to me that he intends to make it a priority to get up to speed with the industry in Tasmania, and to engage with operators. "The operators are the best promoters of their product, and we need to give them the best opportunity to do that", says Tony. We will let you know details of relevant meetings and other forums for discussion with Tony as and when they are finalised.



Tony will move to Tasmania from the Northern Territory where he previously held the position of CEO for the NT Tourist Commission (Oct 1996 - January 2002), and more recently has been the Executive Director - Regions, Department of Chief Minister (Nov 2008 to current).

He was Resort GM at Ayers Rock Resort (Sep 2006 - Oct 2007), Managing Director, Online and retail MD at AOT Group (Feb 2004 - Aug 2006), and General manager Europe at the Australian Tourist Commission (Jan 2002 - Dec 2003).

Tony brings with him a wealth of experience in the public and private sectors, particularly in the areas of travel, tourism operations and distribution as well as extensive experience in transport logistics and tourism policy development and implementation.

Regards
Bob Annells
Chairman, Tourism Tasmania