

**JANUARY 2025**

## **Tourism Noosa Welcomes Helen Mitchell as Destination Marketing Manager**

Tourism Noosa is delighted to announce the appointment of Helen Mitchell as Destination Marketing Manager. Bringing over 25 years of extensive experience in the travel and tourism industry, Helen will lead all destination marketing activities for the organisation.

Helen brings a wealth of knowledge from her impressive career, which spans both local and international markets, including the UK. She has held roles in marketing, sales, relationship and account management with leading travel organisations Qantas, APT Luxury Travel, QBT Travel (part of Helloworld), Corporate Travel Management, and most recently, Noosa Springs Golf and Spa Resort.

An active member of the Noosa community and Tourism Noosa, Helen is well-versed in the region's unique appeal. Her deep understanding of the local tourism landscape will enable her to craft authentic marketing strategies that resonate with visitors and drive sustainable growth for the Noosa region.

Tourism Noosa's CEO Sharon Raguse said "We are thrilled to welcome Helen to the team as Destination Marketing Manager. Helen's extensive industry experience, coupled with her passion for Noosa, makes her the ideal person to lead our destination marketing efforts. Her ability to connect with diverse markets and create impactful campaigns will be invaluable as we continue to showcase Noosa as a world-class destination."

"Helen's appointment reflects our commitment to strengthening our marketing initiatives for our industry. With her extensive experience and local insights, Helen is set to play a key role in promoting Noosa's unique offerings and supporting the region's sustainable tourism goals".

Helen shared her excitement about joining Tourism Noosa, saying, "I am truly honoured to take on this role with Tourism Noosa. As a proud local, I'm passionate about showcasing the stunning Noosa region to audiences around the world. I look forward to working with the team to create innovative and sustainable marketing initiatives that celebrate Noosa's natural beauty, our wonderful and passionate tourism operators and unique experiences."

**ENDS**

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