



Katherine Reid

Chief Executive, Bundaberg Tourism

Katherine is the CEO of Bundaberg Tourism and sits on the QTIC Board as a representative for the Queensland RTO Network.

Katherine has a holistic understanding of regional tourism and business, having been heavily involved in the destination development of the Town of 1770 - Agnes Water as President of the LTO, and owner, operator of eco-tourism business, 1770 LARC tours for 17 years. Winning numerous regional and state awards

for Cultural and Heritage Tourism, Eco-tourism, Visitor Attraction and the CQ and Southern Great Barrier Reef Tourism Champion Award for outstanding contribution to the tourism industry.

On behalf of the RTO Network, Katherine has been involved in the development of the Climate Change tourism adaptation and mitigation strategy and the Nature-based tourism strategy. As well as an active lead on product and experience development initiatives across the destination, encompassing the Southern Great Barrier Reef, culinary tourism and Indigenous experiences.

Being recognised in the region as a collaborative leader, Katherine has forged strong partnerships across industries and has raised the reputation and awareness of the value of tourism and the contribution the industry brings to the regional economy.