



## **Kerryn Collins**

### ***Member of the QTIC Champions Network***

With more than 25 years experience as an award-winning strategic destination marketing professional, Kerryn brings a passion for tourism and a love for all things Indigenous! Growing up in the Gold Coast, Kerryn served as the General Manager for Cook Islands Tourism from 2011-2016 and was instrumental in the awareness and increase of the Cook Islands for the Australian market.

She was the President of the tourism board association, Treasures of the South Pacific that was charged with working collaboratively with smaller South Pacific Islands to market their destinations throughout Australia.

Prior to this, she was the Vice President Product for Qantas Vacations (now Helloworld) based in Los Angeles from 1999-2006. Responsible for the creation, development and negotiation on behalf of four brands, she excelled at nurturing relationships with key stakeholders, tourism boards and airlines within the portfolio of destinations including Australia, New Zealand, Fiji, Tahiti, Asia, Papua New Guinea, South Africa and Dubai.

Kerryn later moved to Seattle taking the helm at Down Under Answers, a Seattle based South Pacific boutique wholesaler, as their Executive Vice President from 2006-2011. She galvanized the travel agent community around the concept of tailor-made customer experience and secured multiple awards for service excellence and the company's first ever digital platforms. Strategic partnerships was paramount to her success and the company quickly rose to be one of the top wholesalers in the North American market.

Kerryn and her husband reside on the Gold Coast. She is currently the Director of Marketing and Business Management at Spirits of the Red Sand, Australia's newest and most spectacular Aboriginal live theatre show and dinner experience located halfway between Gold Coast and Brisbane.