

## **Andrew Sinclair** **Director – Tourism Partners**

Andrew Sinclair is the founder of Tourism Partners. With more than two decades working in the tourism industry at regional, state and international levels, Andrew is an accomplished project manager and destination marketer. Andrew is commercially savvy with a strong track record at the regional, state and national tourism level, with travel retail, wholesale and inbound tour operators, and he has lived and worked internationally. He is a skilled communicator and knows how to successfully interact with a broad range of stakeholders, teams and local communities at both the B2C and B2B levels. And first and foremost, Andrew and his team are committed to ensuring their clients achieve their goals.

Andrew says: “Throughout my career I’ve held senior marketing roles within the tourism and travel sector (public, private, not-for-profit and government), owned and operated a small business and have provided contracted consultancy services. I’ve worked in national and international markets, experience which has provided me with global insights and the ability to adapt to any business environment.

I understand business relationships are the key to success and I pride myself in the long-term associations I have built with customers, distributors, government and internal teams. I thrive on change and challenge and enjoy the opportunity to introduce new ideas, technologies and innovation. I surround myself with talented people and lead them to deliver results – and bring these relationships and talents to the clients I work with.”

