

JULIE CULLEN

Director – Tourism Tap

Julie's 30-year career has provided her with the unique opportunity to develop, launch, market and/or manage some of Australia's best loved tourism destinations, events, attractions and products. The commercialisation and management of the \$54M Cairns Aquarium is the most recent, significant project she has undertaken.

Working for Regional Tourism Organisations, Councils, publicly listed companies, government owned corporations, and small to medium private enterprise businesses, in strategic marketing and operational management roles has facilitated Julie's exposure to a wide range of business models and operations, resulting in a broad industry profile, knowledge base and professional network.

In 2018 Julie started her business, Tourism Tap, using her experience to assist businesses to generate new, or increased revenue streams from tourism related activities. Clients can secure her services to manage the entire product development cycle from concept to consumer or tap into her considerable knowledge base to solve specific problems or identify and develop emerging tourism opportunities. Visitor Experience development and the application of new digital technologies to drive better tourism outcomes has become an area of recent focus.

Julie holds a Bachelor of Applied Science – Biology which drives her passion for eco-tourism, nature-based products, events and science related projects. Grant writing and translating technical content into simple language is a speciality.

