

2022 Judging Panel Member



JULIE CULLEN

Director

Tourism Tap

Julie's 35-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, the commercialisation of Saltwater Eco Tours on the Sunshine Coast and the launch of Mandingalbay Ancient Indigenous Tours in Cairns are three of the most recent, significant projects 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.

Julie leverages this knowledge 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 leverage emerging tourism opportunities. Visitor Experience development is a consistent area of focus.

Julie holds a Bachelor of Applied Science – Biology, she has been a judge of the Qld Tourism Awards since 2019 and was appointed as a skills-based Director of the Rattler Railway Company Ltd in 2020.



QUEENSLAND
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