

# 2021 Judging Panel Member



## Joan Molloy Director / Sunshine Coast Destination

Started my tourism career in reservations, booking holiday packages with travel agents across Australia. Moved quickly into sales and then onto National Sales Manager for Creative Holidays before working with Continental Airlines as National Sales and Operations Manager. A role that involved developing product and package combinations (flights, accommodation, tours) to stimulate outbound travel from Australia. Joan held senior marketing roles in Sydney and Melbourne.

Wanting to expand my horizons I relocated to the USA, working and living in Los Angeles for a couple of years and then Manhattan, New York for 10 years. I held Senior Vice-President marketing roles with global travel brands Trafalgar, AAT Kings Australia and Insight Vacations and was voted in the Top 100 Businesswomen in North America. I had the privilege of sitting on the Board with Tourism Australia and worked closely with travel partners across North America.

Utilising my passion for tourism **dtb!** were fortunate to work with Gold Coast Tourism for 10 years along with Tourism Noosa, Visit Sunshine Coast and other regional RTO's. It was this vast experience that gained us the Tourism & Events Queensland account as the Official Advertising Sales Agency partner, held till March 2020. Five-years working and supporting operators to grow and increase their revenue through unbiased media planning and implementation.

A strong relationship builder and leader whose experience marries both advertising and marketing along with creativity. Joan's work has spanned iconic brands. She is dedicated to creating high impact marketing programs through the application of technology, commercial acumen, and creativity to drive innovation and results.

Continuing to support tourism operators across Queensland to deliver an authentic experience.

