

MELANIE GREVIS-JAMES **Director –Planet Marketing**

With a background of 30 years in Australian tourism and marketing, Melanie Grevis-James has an extensive career within the Australian tourism industry.

She has had key marketing roles within all levels of the tourism industry; including with Regional, State, and Federal tourism organisations, private tourism operators, and as a marketing consultant for tourism associations, local councils and operators. Roles have included positions at Tourism Australia, Tourism & Events Queensland, Tourism Sunshine Coast, Outback Queensland Tourism Association and others.

Melanie has extensive experience in destination and brand marketing, strategic marketing and planning, the drive market, and the inbound/international tourism market. She spent 5 years based in Munich, Germany with Tourism & Events Queensland; and 2 years with Tourism Australia in Sydney, focused on the Western markets (UK, Europe, South Africa, Middle East).

