

## **MICHELLE LLOYD** **Tourism Officer** **Mission Beach Tourism**

Michelle will bring to the role over 24 years of her experience in the tourism industry from both a local government and personal business investment.

Her key skills and knowledge on tourism marketing and development, event management, business development, operation and strategic implementation, working with volunteers will be an asset to the Judging panel. Michelle's tourism career pathway began with her role as Ecotourism Development Officer transitioning to Tourism Manager within the Cardwell Shire - developing and implementing local and regional tourism policies and procedures, marketing plans, local event and volunteer management and operating accredited visitor centres.

Michelle has also managed a local backpacker accommodation house and night club turning her tourism knowledge and training into developing a successful award winning backpacker business. She has also been instrumental in developing Echo Creek Adventure Centre, an outdoor educational facility located in the heart of the Cassowary Coast – this has proven to be a key milestone in her career. Michelle continues to extend her experiences in the tourism industry through her operational and management role with the Mission Beach Visitor Centre and Tourism Officer's position with Mission Beach Tourism Inc and is proud to be a member of

this award winning team.



Michelle hopes to learn and be inspired from this dedicated judging group of professionals and be stimulated by the opportunities that will arise from being a State Judge. This will certainly be a big commitment in time but the personal and industry rewards will be undoubtedly fulfilling.