

2022 Judging Panel Member



SHANNON THWAITES

Shannon is a self-motivated, tenacious, and visionary stakeholder engagement professional and executive level sales and marketing strategist with 27 years+ history driving revenue growth in highly competitive markets. With extensive local, national, and international industry networks, knowledge of Australia's tourism strategic priorities and challenges and a passion for long-term growth of the visitor economy.

Previously Shannon has held positions in sales and marketing, destination management, account management and operations with organisations such as Ansett, Flight Centre, Hertz, Breakfree, roamfree.com and Destination Gold Coast. Currently Tourism Partners Manager at Ignite Travel Group responsible to maintain relationships with key tourism bodies, developing and delivering innovative, engaging and strategic partnership opportunities that drive revenue.

Passionate about giving back to industry, Shannon has been a judge for the Queensland Tourism Awards in 2018 and 2019 and developed young leaders as a Queensland Tourism Industry Council Mentor.



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