

2021 Judging Panel Member



SUSAN MAYNARD **Senior Connector – Connect Tourism**

Susan has over 25 years' experience in the tourism, digital and training environments working in retail, wholesale, accommodation, education, State and Regional Tourism Organisations. Her enthusiasm for all things Tourism and digital is obvious and she is passionate about giving practical tips to get great results.

A qualified trainer and presenter Susan assists tourism operators to understand the ever-changing digital environment. Her great sense of humour and down to earth approach allows her to work collaboratively with tourism business owners, operators and customer-facing sales staff to develop a digital strategy, increase their digital knowledge, build their digital skills and grow business revenue through cost effective digital campaigns, customer engagement and reputation management.

Highly regarded for her group workshops, webinars and one on one mentoring capabilities Susan tailors' content and delivery to a broad range of audiences and skills levels. Her business, Connect Tourism, has clients right across Queensland and more recently has expanded into Vanuatu and the Solomon Islands. She also works in partnership with other tourism and marketing consultants for delivery of specific projects.

She is a passionate and enthusiastic tourism champion and Immediate Past President (2016, 2017 and 2018) of the Skål International Sunshine Coast (Global Tourism Networking Group) and a member since 2009.

