

TIANA ARMSTRONG

Marketing, Tourism and Events – Strategy Specialist Tourism and Events Queensland

Tiana Armstrong has an MBA - Masters in Business Administration and 25 years in management and marketing experience with the last 15 years in tourism and destination marketing.

For 8 years she held the senior role of Director Australia with Gold Coast Tourism charged with delivering all strategies, marketing initiatives and campaigns to the Australian domestic market to generate increased visitation and expenditure. She was also responsible for the international youth and adventure market, international education and sports and events for the Gold Coast destination.

Previous to this appointment she was part of the marketing management team for Village Roadshow Theme Parks for 5 years and also spent 3 years with the Sunland Hotel Group.

Tiana currently consults as a strategy specialist in marketing, tourism and events. She is an official contractor with Tourism and Events Queensland creating 3-5 year strategic business, marketing and action plans for the Queensland Destination Events Program (QDEP). This role involves working with Queensland events, tourism industry, RTO's and government bodies.

She is also contracted on different projects with Griffith University and she is active in educating on strategic business planning, new technologies, marketing, branding, innovative product development and distribution. She has been contracted with Griffith University on the Queensland's Tourism Industry Council's (QTIC) state government's project - Queensland Disruptive Technologies Workplace Training and Development Plan.

