

2021 Judging Panel Member



WAYNE CARLSON **CEO / Principle at Tourism Specialist**

Wayne Carlson has over 30 years involvement with tourism in strategy, research, insights, brand and marketing - across destinations, events, theme parks, attractions, accommodation, transport, venues and hospitality. He has extensive experience in the domestic market, as well as Europe, UK, North America and Asia.

Wayne was a member of the national Tourism Research Committee for four years and led one of Australia's largest travel consumer research studies. He has worked with a range of global brands as partners and lectured on tourism, events and brands at tertiary level. He brings unique experience in tourism research analysis as well as significant travel consumer insights to assist with understanding and shaping successful destination strategies and experience development.