



25 NOVEMBER 2021

REVEALED: ADRIENNE READINGS NAMED AS DESTINATION GOLD COAST'S NEW CHAIRPERSON

Destination Gold Coast is excited to announce that prominent business events and destination management executive Ms Adrienne Readings has been appointed by the Board of Directors as Chair of the tourism body.

Destination Gold Coast CEO Patricia O'Callaghan welcomed the appointment.

"Adrienne will be a strong asset to the Destination Gold Coast Board as Chair with more than 30 years' experience in business events, tourism management and hospitality; and this timely appointment means we can now progress into 2022 making decisions based on clear strategies that benefits our tourism operators," Ms O'Callaghan said.

"The critical Chairperson role is about helping steer the direction of Australia's most popular tourist destination and we have no doubt Adrienne will continue to help raise the city's profile as a proud Gold Coast advocate."

Adrienne Readings is the General Manager of Australia's largest regional convention centre, the Gold Coast Convention and Exhibition Centre (GCCEC). She is the first woman to be appointed General Manager of an Australian convention centre.

In her role at GCCEC, Adrienne has successfully identified and developed commercial opportunities for the Gold Coast and overseen the delivery of billions of dollars of economic impact to the region.

With extensive experience across hospitality and business events, Adrienne is a destination advocate with an unwavering commitment to providing a voice for the Gold Coast and Queensland's business community.

Destination Gold Coast Chair Adrienne Readings said that whilst outgoing Chairman Paul Donovan left big shoes to fill, she's honored to continue his legacy as Destination Gold Coast works hard to rebuild and grow the visitor economy.

"The next two years is all about our city's recovery and creating a blueprint for future success to attract more visitors, more often and to grow expenditure for the Gold Coast," said Ms Readings.

"It has been a heartbreaking 18 months for our industry, but I see so much opportunity ahead of us with the return of interstate visitors in a matter of weeks and eventually international markets, a future pipeline of \$179 million in business events opportunity for the city as well as working with peers to strengthen the future of the region through new infrastructure, development and city connectivity."

Adrienne will be working closely with the Board and the team at Destination Gold Coast to represent the interests of Gold Coast's 4,400 tourism businesses and the 35,000 people employed by the sector. She has served on the Board of Destination Gold Coast for 17 years and formerly acted as Vice Chair.

It follows the step-down announcement of former Destination Gold Coast Chairman Paul Donovan, who held the position for 17 years.

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CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

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