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NEW ADVOCATE TO POWER UP TOURISM RECOVERY

The state's peak business organisation, **Business NSW**, has welcomed Greg Binskin as its new Executive Manager of Tourism.

"We know how hard the tourism industry is suffering and Greg's appointment is an important one for businesses across the state," said **Business NSW** Chief Executive Nola Watson.

"Greg is well-respected within the industry, has a balanced set of skills across both private and public enterprise, and has held general manager positions at a number of destination marketing organisations.

"As an industry expert, Greg has the knowledge and experience to understand the challenges faced by large and small businesses that drive the NSW visitor economy," Ms Watson said.

"Having spent the past three years implementing a destination management plan at Destination Sydney Surrounds South, I understand the need for greater collaboration between industry, state and local governments," Mr Binskin said.

"The visitor economy is currently providing much needed cashflow to rural and regional economies following drought, fires, floods and COVID-19, despite the associated restrictions placed on travel, special events, business travel, international education and arrivals.

"I look forward to working across all layers of industry and government to advocate for the thousands of businesses that work face to face in the tourism sector and the thousands of goods and service providers that comprise the supply chain," Mr Binskin said.

About NSW Tourism Industry Council

Powered by **Business NSW**, the NSW Tourism Industry Council helps businesses operating in the Visitor Economy maximise their potential to ensure New South Wales remains the number one tourism destination in Australia.

Media enquiries

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