



National Tourism Alliance

MEDIA RELEASE

FOR IMMEDIATE RELEASE

26th November, 2007

National Tourism Alliance appoints new CEO

The National Tourism Alliance is pleased to announce that Ms Jenny Lambert has taken up the position as CEO effective 26th November, 2007.

The National Tourism Alliance is a forum of the key national and state tourism industry bodies. It fosters consultation and collective action on key issues affecting Australia's \$82 billion tourism and hospitality industry.

NTA Chairman Col Hughes said "Jenny Lambert has the experience, knowledge and industry network to make a great success of this role. She is former head of Restaurant and Catering Australia, the Meeting Industry Association and most recently the Nursery Industry Association.

She has a great understanding of the Tourism Industry and vast experience in ensuring that the views of industry are understood by all sides of politics". Mr Hughes said.

The appointment is timely because the Tourism industry will need to work collaboratively over the next 12 months as it seeks to establish relationships with the Rudd Labor Government and deal with the challenges of climate change, a high Australian dollar and intense international competition to attract tourists.

Further information can be obtained from:

Col Hughes – Chairman, National Tourism Alliance 0419 207 325