

## FOR IMMEDIATE RELEASE

### **MBRIT Welcomes Suzy Bohan as Trade & Industry Development Manager**

Moreton Bay Region Industry & Tourism (MBRIT) is pleased to announce the appointment of Suzy Bohan as the new Trade & Industry Development Manager for the Visit Moreton Bay tourism portfolio. With an extensive background in the tourism industry spanning more than two decades, Suzy brings a wealth of experience and a strategic mindset to drive industry and trade growth in one of Queensland's most promising regions.

Suzy was influential in her last role as Trade Manager at Tourism Whitsundays, where she successfully nurtured and maximised trade relationships for The Whitsundays region. Her strategic approach included comprehensive plans for trade activities, partnering with global strategic partners, and organising B2B trade events such as the Whitsundays Tourism Exchange. Suzy's dedication to capacity and capability development in the tourism sector is further evidenced by her role as a Trade Mentor, facilitating a trade-ready program across regions in Queensland.

MBRIT CEO Natassia Wheeler, says the organisation is thrilled to welcome Suzy to the team. "With her extensive experience, strategic mindset, and commitment to stakeholder engagement, Suzy is well equipped to lead the charge in fostering relationships, unlocking opportunities, and advancing the tourism development of the City of Moreton Bay."

Suzy is equally excited about joining MBRIT - "I am confident that my strategic mindset, leadership skills, and dedication to stakeholder engagement make me a strong fit for this role," she says. "I am eager to bring my expertise to MBRIT and contribute to the economic development of the Moreton Bay region – a region in which I live and love."

As Trade & Industry Development Manager, Suzy will play a pivotal role in cultivating and maintaining relationships with stakeholders in tourism. She will also collaborate with a variety of operators and sectors to bring tourism opportunities to the forefront and lead programs to enhance the tourism sector's capacity and capabilities.



## Media Release

Suzy will develop relationships with trade and wholesale partners for the Moreton Bay region, facilitate trade training, and represent the region at industry conferences and trade events.

MBRIT invites trade partners, stakeholders, businesses, and the community to join in welcoming Suzy to her new role, as she takes charge of driving economic growth and shaping the future of the Moreton Bay region.

Suzy's contact details are:

E [suzy.bohan@mbrit.com.au](mailto:suzy.bohan@mbrit.com.au) | M 0425 353 959

For media inquiries, please contact:

David McHugh

Moreton Bay PR Manager

### ENDS

For media enquiries please contact:

Luke Steers

GM Corporate & Community Marketing

Moreton Bay Region Industry & Tourism

[luke.steers@mbrit.com.au](mailto:luke.steers@mbrit.com.au)

0449 745 992

### About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives and promoting the City of Moreton Bay as an enviable and attractive destination.

### About Visit Moreton Bay

Visit Moreton Bay is the official destination brand promoting the City of Moreton Bay as a premier travel destination. With its stunning natural beauty, vibrant communities, and diverse experiences, the region offers something for every traveller. To learn more, visit [www.visitmoretonbay.com](http://www.visitmoretonbay.com).