

FOR IMMEDIATE RELEASE

Luke Edwards Appointed as New General Manager of Visit Moreton Bay

Moreton Bay Region Industry & Tourism is pleased to announce the appointment of Luke Edwards as the new General Manager of Visit Moreton Bay, effective Monday, 19th March. In his new role, Luke will lead the strategic direction and operations of Visit Moreton Bay, focusing on promoting the region as an emerging tourism destination.

With a wealth of experience and a proven track record in the tourism industry, Luke brings valuable insights and expertise to the team. His background in sales, marketing, and business development, coupled with a passion for driving growth and cultivating strong relationships, makes him a valuable addition to Visit Moreton Bay.

Natassia Wheeler, CEO of Moreton Bay Region Industry & Tourism, expressed her enthusiasm for Luke's appointment.

"I am delighted to announce that Luke will be joining our team as the new General Manager of Visit Moreton Bay. Luke's leadership and expertise will undoubtedly contribute to the continued success and growth of Visit Moreton Bay and our organisation as a whole."

Luke expressed his excitement about his new role and living in Moreton Bay.

"I am thrilled to be joining MBRIT as GM of Visit Moreton Bay. As a Moreton Bay local, I am eager to implement meaningful strategies that will promote our stunning area to the world, showcasing its unique attractions and experiences."

Prior to joining Visit Moreton Bay, Luke held senior positions at key Regional Tourism Organisations in Queensland, Australia, including Brisbane Marketing. Most recently, he served as the Sales and Marketing Manager at Lone Pine Koala Sanctuary.

MBRIT invites trade partners, stakeholders, businesses, and the community to join in welcoming Luke to his new role, as he looks to take the region's destination brand, Visit Moreton Bay to new heights and grow our visitor economy.



Media Release

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About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry & Tourism (MBRIT) is the local tourism organisation for the City of Moreton Bay. MBRIT is committed to promoting and supporting the region's tourism industry to maximize visitor experiences and economic growth. To learn more or to connect visit

www.mbrit.com.au

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.