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MEDIA RELEASE

New Chief Executive recruited for Tourism West Coast

Tourism West Coast Chairman, Phillip Barnett, announces the appointment of Jim Little as Chief Executive for TWC. “Jim comes to us with an in-depth knowledge of tourism having worked in the industry for over 20 years and also knows the West Coast having travelled here for the last 5 years looking after tourism based clients for an internet marketing company.”

Originally from North Canterbury Jim has travelled extensively, has a real passion for the outdoors and is a keen fly fisherman. His back ground includes successfully establishing Tourism Lake Taupo from scratch and then rebuilding Tourism Bay of Plenty after the organisation had been disbanded. He has extensive knowledge of both domestic and international tourism marketing, event attraction and the small meetings market bracketed with incentive travel. Jim also has a network of contacts in the inbound tourism market as well as international travel wholesalers having worked on travel missions throughout South East Asia, Australia, USA and Europe. Other skill sets he brings to the Coast include experience with website design and build, internet marketing strategies, developing advertising campaigns having worked for HKM Clemenger Advertising as well as sales & brand management with Unilever.

Jim says “When I was aware of the opportunity to become involved with helping market the West Coast I went for it straight away because I believe there is so much to offer visitors and the region has a surfeit of natural scenic and manmade attractions and infrastructure that can attract more visitors through smart marketing. The whole of the West Coast quite simply does provide both international and domestic visitors with an incredible experience from Karamea to Haast with the spectacular Glaciers being a huge draw card because of their accessibility.”

Jim has made a primary objective to get around the whole region to listen to what tourism businesses and stakeholders have to say about the industry and then including all appropriate ideas and thoughts into a dynamic marketing strategy and action plan. There has recently been a slight change to the North South visitor flow patterns which can be leveraged to increase guest nights on the Coast and build market share. Also the recent arrival of Air Asia X to Christchurch and the increased capacity from Singapore Airlines into the South Island opens up real midterm growth opportunities from South East Asia, China

and India. The potential to grow the total visitor industry, increase guest nights and overall expenditure is there for the taking and this in turn can provide more employment across the region, we just have to work together to maximise our limited resources and be totally focussed on successful marketing programmes.

ENDS:

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