



MEDIA RELEASE

Tourism Fiji Appoints Director of Marketing

Nadi, 9 May 2019 – Tourism Fiji is pleased to announce the appointment of Mrs Emma Campbell to the position of Director of Marketing. The position is responsible for leading Fiji’s marketing strategy and bringing the destinations brand, ‘**Where Happiness Finds You**’ to life.

Mrs Campbell was chosen following a competitive recruitment process and brings more than 17 years of marketing experience to the role.

Most recently she has been based in Melbourne with the hospitality group, The Riverland Group. Prior to this she headed up the strategic marketing department at Hallmark Cards Australasia, back in Scotland she also led the development of a very active tourism sector in her role for the national tourism body, VisitScotland.

In welcoming Emma to the position, Tourism Fiji CEO, Matthew Stoeckel said Emma will play an incredibly crucial role in Tourism Fiji’s brand revitalisation.

“We’re absolutely thrilled to welcome Emma to our growing team. She is passionate about positive leadership, building teams and developing brands to achieve strong commercial outcomes and growth. This skill set is exactly what we need to drive Tourism Fiji forward to achieve our ambitious goals and I know Emma will add value from day one to Fiji’s Tourism Industry,” said Mr. Stoeckel

Mrs Campbell is scheduled to start in her new role on 14 May 2019 and will be based at the Tourism Fiji headquarters in Nadi, Fiji.

About Us: Tourism Fiji, is the Fijian government’s agency responsible for marketing Fiji as the ideal destination for leisure travel to the world, with a view to maximise the number of visitors to Fiji. Tourism Fiji has established a presence in eight key markets around the globe and its activities include advertising, public relations and media programs, trade shows and programs for the tourism industry and consumer promotions to better showcase Fiji – *where happiness finds you*. www.fiji.travel

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