

## Media Release

### FOR IMMEDIATE RELEASE

### **Suzy Bohan Appointed as New General Manager of Visit Moreton Bay**

**Monday, 17 March 2025:**

Moreton Bay Region Industry and Tourism (MBRIT) is pleased to announce the appointment of Suzy Bohan as the new General Manager of Visit Moreton Bay. In her new role, Suzy will lead the strategic direction and operations of Visit Moreton Bay, focusing on promoting the region to enhance the destination awareness and to drive visitation.

With over 20 years of experience across multiple tourism sectors - hotels, airlines, and tourism organisations - Suzy brings extensive expertise to the team. Her career spans senior roles in sales, trade marketing, and industry mentoring, fostering strong relationships and driving strategic growth. Suzy's passion for tourism fuels her commitment to fostering growth and sustainable tourism in the Moreton Bay region.

Luke Edwards, CEO of Moreton Bay Region Industry & Tourism, shared his enthusiasm for Suzy's appointment.

"I am delighted to announce Suzy as the new General Manager of Visit Moreton Bay. Having already led the team as Trade & Industry Development Manager, her leadership and expertise will continue to drive the success and growth of Visit Moreton Bay and our organisation."

Suzy expressed her excitement about her new role and living in Moreton Bay.

"I am thrilled to step into the role of GM of Visit Moreton Bay at MBRIT. As a Moreton Bay local, I am excited to continue contributing to our team and implementing meaningful strategies that will promote our stunning region to the world, showcasing its unique attractions and experiences."



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MBRIT invites trade partners, stakeholders, businesses, and the community to join in welcoming Suzy to her new role, as she continues to elevate the region's destination brand, Visit Moreton Bay, and drive the growth of our visitor economy.

Suzy's contact details are:

E: [suzy.bohan@mbrit.com.au](mailto:suzy.bohan@mbrit.com.au)

**ENDS.**

For further information, please contact:

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### **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.

