

Brief Overview - Greg Binskin – General Manager Tourism Wollongong

Born in Sydney a while ago..... (some 50 years ago).

With a strong family history in horse racing through the Trotting Industry where his Grand-Father – Jack, his father John and now his brother Darren all have successfully competed and achieved great results.

Having worked in Sydney as a computer operator/programmer, **it was snow skiing that changed his outlook on life** when he went on an extended holiday to Europe where the passion for the mountains drew him back to the Australian Alps for winter then Europe for the northern winters.

Spending some nine years travelling back and forward working as a ski instructor in France, Switzerland and the USA before taking on a role as Regional Sales and Marketing Manager for Thredbo Ski Resort where he remained for 11 Years.

Regional destination marketing became his speciality to **develop Thredbo Alpine Village as more than just a winter playground but a year round destination** before making the 'sea change' where he took up the role in Wollongong as General Manager - Tourism Wollongong.

Wollongong the 9th largest city in Australia, in the midst of an 'image change', from a heavy industrial past to a future to develop as an exciting holiday destination with its exceptional beauty and close proximity to the 'World Class' – Sydney.

With a strong desire to make change since arriving at Tourism Wollongong, the implementation of a strategic action plan has seen new and innovative ways of meeting these challenges. From increasing visitation from domestic and international markets particular China, Hong Kong and India to the marketing of Grand Pacific Drive. This has seen new investment in hotel infrastructure putting more than 500 rooms into the city to the re-investment in existing attractions to service the consumer needs of this friendly coastal city on Sydney's doorstep.

At the **2007 NSW Tourism Awards for Excellence he was awarded the Outstanding Contribution to Regional Tourism by an Individual**, a testament to his contribution the region. Today, Wollongong now on a tourism roll, Grand Pacific Drive – Sydney to Wollongong and beyond coastal route marketed in 16 countries, 5 new hotels opened, a strong conference and sporting event market and recently opened \$10.5 million Southern Gateway Centre – visitor centre and indigenous attraction, the perception, investment and tourism \$\$\$ are making changes to economic flow of the city.

He is also a member of the NSW TAFE Advisory Board for Illawarra, TNSW International Advisory Panel and regularly guest lecturers at the University of Wollongong.

Wollongong is now a tourist destination for both domestic and international visitors.

Greg Binskin **General Manager of Tourism Wollongong.**