

# Boss opts for wild ride

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## Tourism chief set to lead Experience Co

NEW Experience Co boss John O'Sullivan faces a challenge to turn around the tour operator's falling revenue and profits.

The Tourism Australia boss managing director has been appointed chief executive and executive director of the ASX-listed company Experience Co which operates several ventures in the Far North.

He leaves Tourism Australia next month.

"I've had five terrific years

at Tourism Australia, leading an incredibly talented team who do such a wonderful job promoting Australia to the world," Mr O'Sullivan said.

"The opportunity to lead an ASX-listed company such as Experience Co is an incredibly exciting prospect and keeps me in an industry I really did not want to leave.

"It's with mixed emotions that I now move on, but I feel I'm leaving the organisation in a really good position.

"Australian tourism is performing well, with international arrivals and spending both at record levels. We've reshaped our marketing narrative. Our Tourism 2020 journey is nearly complete, with the \$115 billion target set back in 2009 already achieved, and I firmly believe Tourism Australia is driving the right strategy to take the industry to new levels."

Experience Co founder and managing director Anthony Boucaut said he "welcomes the

expertise that John will bring to the business and is excited about the future growth and development of the group with John at the helm".

Experience Co executive chairman Bob East, who also is chairman of Tourism Australia, will step down as executive chairman and resume his former role as non-executive chairman.

Mr O'Sullivan, who will be paid a salary of \$500,000, replaces Anthony Ritter, who quit in February at a time

when revenues and profits fell.

Experience Co own Raging Thunder Adventures and Reef Magic Cruises, Great Barrier Reef Helicopters, Big Cat Green Island Reef Cruises, Skydive the Beach and Tropical Journeys and last year took over management rights to Dunk Island's recreation area.

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**FRESH CHALLENGE:** John O'Sullivan will leave Tourism Australia for Experience Co.