



Destination Riverland Incorporated

27th July 2020

## MEDIA RELEASE

### Destination Riverland appoints new General Manager

Destination Riverland (DR) has appointed Ben Patten as its new General Manager, commencing 5<sup>th</sup> August 2020.

Destination Riverland Chairman Brenton Pankhurst said "the DR Board are excited to have Ben join our team and look forward to him collaborating with industry partners and key stakeholders to promote the Riverland and provide the best possible experience for our visitors"



Ben is an internationally experienced leadership professional and most recently worked as the Group Director of Sales and Marketing for 1834 Hotels Pty Ltd. This South Australia based, hotel management company supported over 20 hotels nationally, two of these hotels were based in the Riverland.

Prior to this Ben worked with Accor Hotels, leading city and destination hotels across Australia, Indonesia and Singapore. Utilising his broad skill set as a General Manager, he specialises in Digital and Traditional Marketing, Stakeholder Engagement, Strategic Planning and Tourism broadly. He is excited about the opportunity to work on behalf of the Riverland as a key tourism Region.

While it is a challenging time, the opportunities for domestic tourism in South Australia are huge and the Riverland is well poised to take advantage of this with the planned release of the Riverland Tourism Plan 2030 in September.

Ben replaces Caroline Phillips who has vacated the GM role after five years in the position to focus on her role as mayor of District Council of Karoonda East Murray and her family farming operations.

He will be based in the Destination Riverland office in Berri along with Kate Gillespie who continues in the Tourism Co-ordinator role.

For more information contact:

Brenton Pankhurst, Chair, Destination Riverland 0411 205 221

Ben Patten, General Manager Destination Riverland 0428 748 656