

9 January 2026

Congratulating Robin Mack as appointed new Managing Director of Tourism Australia

The Australian Tourism Industry Council (ATIC) congratulates Tourism Australia on the appointment of Robin Mack as its new Managing Director.

Robin brings deep industry knowledge and proven leadership, with 13 years' experience within Tourism Australia and an extensive understanding of global tourism markets, partnerships and distribution. His leadership during a pivotal period of growth for Australian tourism positions the sector strongly for the opportunities ahead.

ATIC acknowledges the critical role Tourism Australia plays in driving sustainable international demand, supporting industry capability and showcasing Australia's unique tourism experiences to the world, particularly as the nation prepares for a decade of major events and continued growth across key markets, including Asia.

We look forward to continuing to work closely with Robin and the Tourism Australia team to support a resilient, sustainable and high-performing tourism industry that delivers lasting benefits for businesses, communities and visitors across Australia.

In association with



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