

# Media Release

13 December 2012

## TAA (Vic) Annual VIP Luncheon with Guest Speaker, John Borghetti, CEO & MD of Virgin Australia



*Robert Dawson, John Borghetti & Peter Crinis*

More than 120 hotel general managers and tourism leaders gathered today for lunch at the Park Hyatt to celebrate a successful year for the Victorian tourism and accommodation industry.

Today's luncheon was a success with CEO's representing Tourism Victoria, Victorian Major Events, Grand Prix Corporation, Australian Tennis Open, MCVB, City of Melbourne, AAA Tourism, MCEC, Melbourne Food and Wine Festival, Victorian Major Events, TravelClick, and Destination Melbourne in attendance.

Peter Crinis, TAA (Vic)'s Chairman and Group Executive General Manager, Crown Hotels & Retail recognised and acknowledged the above mentioned tourism industry partners for their assistance and continued support of TAA (Vic) by announcing, "the strong collaborative nature of relationships that exist between these leaders and their organisations has been a key factor and differentiation from other states in achieving and maintaining the success achieved in Victoria over many years."

The highlight of this event was the presentation by John Borghetti, Chief Executive Officer and Managing Director of Virgin Australia. Mr Borghetti has had 38 years' experience in aviation, including a long career at Qantas. In May 2010 he commenced at Virgin Australia and under his leadership, the Group is undergoing a strategic repositioning.

Mr Borghetti provided an intimate insight into recent changes in domestic airline strategies, the market, and subsequent impacts and opportunities for Victorian hotels and the wider tourism industry.

Mr Borghetti also gave away four business class return flights from Melbourne to Perth to guests who used the opportunity to ask questions.

Darryl Washington, TAA (Vic)'s General Manager, thanked Mr Borghetti for his time by acknowledging, "It's a compliment to TAA, Victorian hotels and the Tourism industry, and that he took time out of his busy Christmas schedule to speak to our members and guests."