

IAAPA Institute for Attractions Managers

Teaching Faculty – Biography



AMANDA BYRNE MARKETING AND PUBLIC RELATIONS



Chief Experience Officer, Scenic World

Amanda is an experienced marketing leader with extensive expertise in strategic planning and event development in the tourism and arts sector. Amanda has implemented a number of targeted marketing and sales initiatives during her seven-year tenure with Scenic World, successfully growing the attraction's market share by 30% in this time. Her strategic marketing programs in China have also grown Chinese visitation by 43% in the past three years. A passionate advocate for Corporate Social Responsibility, she was responsible for delivering Scenic World Shared which channels three percent of company profits into local community partnerships. Amanda was also recently selected as a 2019 Scholar of the Marketing Academy, Australia.