



MEDIA RELEASE

Google expert joins Travellers Choice conference line-up

16 November 2016: **One of Australia's leading authorities on digital marketing is joining the line-up of speakers addressing this year's Travellers Choice Shareholders' Conference, which takes place this weekend at the National Convention Centre in Canberra.**

Jacki Wong, Head of New Business Sales for Google Australia and New Zealand, will provide Travellers Choice members with valuable insights into Australian's online lives and explain how businesses must adapt if they are to continue to meet consumers' needs.

Travellers Choice Managing Director Christian Hunter says Wong is an important addition to this year's Conference given the enthusiasm with which the retail group's members continue to embrace digital marketing platforms.

"Over the past year we have rolled out a cutting-edge website solution to a majority of our members, and seen members engage with innovative initiatives such as our Digital Marketing Services, which provides assistance in areas such as search engine optimisation and social media management," says Hunter.

"These efforts are driving growth in online traffic and delivering members with a competitive edge."

Wong joins a strong line-up for this year's Shareholders' Conference, with Travellers Choice members also hearing from Samantha Taranto, a renowned expert on customer experience strategy, and sporting legend Layne Beachley.

More than 250 delegates will attend this year's event, which also incorporates the Travellers Choice Annual General Meeting. As the company's sole shareholders, Travellers Choice members share in the company's financial success, which this year included a fourth consecutive record profit.

For more information on Travellers Choice please visit www.travellerschoice.com.au.

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