



Sarah Meikle, General Manager - Marketing | Positively Wellington Tourism.

PWT, as it's known, is the largest regional tourism organisation in New Zealand and is the organisation responsible for marketing Wellington as a visitor destination to New Zealand and the world.

PWT has had a dedicated digital team of three people for three years and has set itself the aim of being an Australasian leader in digital destination marketing. PWT is unashamedly 'frontierless' when it comes to digital and are willing to give anything a go!

Sarah is also responsible for the PWT domestic marketing campaign, Spoil Yourself in Wellington; the Australian marketing campaign, There's no place like Wellington, as well as managing Wellington activities in key International markets and the Wellington Convention Bureau.

Sarah is also one of two Festival Directors of the annual, Visa Wellington On a Plate culinary festival and is responsible for the Marketing and Communications for Rugby World Cup 2011 for the Wellington region.

Prior to working with PWT, Sarah spent just under 10 years with Tourism New Zealand in operations and marketing roles in London and Wellington, as well as establishing their marketing offices in Mumbai and Dubai.