

Tourism Holdings Limited
470 Oruarangi Road
Mangere, Auckland
PO Box 4293, Shortland Street
Auckland 1140, New Zealand

Tel: +64 9 336 4299
Fax: +64 9 309 9269
www.thlonline.com



27 May 2025

NZX | ASX | MEDIA RELEASE
TOURISM HOLDINGS LIMITED (*thl*)

APPOINTMENT OF CHIEF MARKETING OFFICER

Tourism Holdings Limited (*thl*) is pleased to announce the appointment of Kathryn Munro as Chief Marketing Officer, effective immediately.

Kathryn brings over two decades of global marketing and sales leadership experience across the travel, tourism, and consumer sectors. Since 2017, she has served as the VP of Sales & Marketing for *thl*'s Canadian business, CanaDream, and more recently has provided transitional support as *thl*'s Acting Chief Marketing Officer. Prior to her tenure with *thl*/Apollo, Kathryn held senior marketing and sales roles at a leading tour operator in the UK and at Ryanair.

Kathryn will be relocating to Auckland (subject to visa confirmation) and will oversee *thl*'s global marketing and sales strategy, brand portfolio, and customer engagement initiatives.

ENDS

Authorised by:

Grant Webster
Chief Executive Officer, Tourism Holdings Limited

For further information contact:

Media:

Grant Webster
thl Chief Executive Officer
Direct Dial: +64 9 336 4255
Mobile: +64 21 449 210

Investors and Analysts:

Amir Ansari
General Manager – Investor Relations & Group Planning
Direct Dial: +64 9 336 4203
Mobile: +64 21 163 8053
About *thl* (www.thlonline.com)



thl is a global tourism operator listed on the NZX and ASX (code: THL) and is the largest commercial RV rental operator in the world. In New Zealand/Australia, **thl** operates rental brands (Maui, Britz, Apollo, Mighty, Hippie, Cheapa Campa), manufacturing (Action Manufacturing, Apollo), retail brands (Talvor, Kea, Winnebago, Adria, Coromal, Windsor), retail dealerships (RV Super Centre, Apollo RV Sales, Kratzmann, George Day, Sydney RV, Camperagent), travel technology (Triptech) and tourism attractions (Kiwi Experience and the Discover Waitomo Group, which includes Waitomo Glowworm Caves, Ruakuri Cave, Aranui Cave and The Legendary Black Water Rafting Co.). In North America, **thl** operates the Road Bear RV, El Monte RV, CanaDream, Britz and Mighty rental brands. In UK and Europe, **thl** operates the Just go, Apollo and Bunk Campers rental brands.