



Clifford Lewis, Ph.D., Lecturer in Marketing at Charles Stuart University

After completing his PhD in Marketing (focusing on Destination Branding), Dr Lewis moved to an industry role in a Market Research Agency. In that position, Clifford conducted primary research and informed strategy development for state tourism authorities including: Destination NSW, Tourism NT, SA Tourism Commission, Tourism Tasmania, and Visit Canberra, as well as Tourism Research Australia. In addition to his tourism portfolio, Clifford provided strategic input on a range of social and government projects and fast-moving consumer goods.

Clifford is interested in helping regional communities build tourism offers and attract different types of visitors. To this aim he has begun examining regional travel from both a supply side and demand perspective with the objective of building sustainable regional tourism.