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Virtual Panel Session 1: The 'New Normal' Hospitality and Tourism Landscape – an industry perspective

Mr Russell Cool

Regional General Manager – Victoria & South Australia, Minor Hotels, Australia



Having worked his way up through operations, taking his first General Manager role at the ripe age of 28, Russell Cool has managed luxury hotels through to economy hotels and everything in between. A broad experience across international and domestic markets, Russell's illustrious career has seen him become a strategic and visionary leader working for multinational hospitality organisations across Asia Pacific, China and Australia including Minor Hotels, ONYX Hospitality Group, Stamford Hotels & Resorts, The Langham Hotels & Resorts, Mirvac Hotels & Resorts, and Accor.

As a driver of operational change, leading performance turnarounds and successfully overcoming recent pressures in a downward market to increase yields, Russell is a valued and sought-after advisor at Board and Executive level. His experience has seen him work in the biggest markets in the industry, including Shanghai, Beijing, and Hong Kong, through to secondary markets such as Sri Lanka and Adelaide, Australia, where he had to work to compete towards destination markets like Melbourne, Sydney, and South Asia to name a few.

A pivotal time in Russell's career was in 2019, when he was the Area General Manager for ONYX Hospitality Group in Sri Lanka. With the country rocked by the Easter Sunday bombings of churches, hotels, and private residences, Russell had to lead the hotel group through new security protocols as the country saw reforms to national security legislation. Through this experience, Russell saw the country band together and the industry slowly recover.