



FOR IMMEDIATE RELEASE

Rod Harrex Appointed Chief Operating Officer at 1834 Hotels

Adelaide, 19th February 2025 – 1834 Hotels, Australia’s leading white-label hotel management company, is pleased to announce the appointment of Rod Harrex as Chief Operating Officer (COO). With a distinguished career spanning tourism, strategic leadership, and business development, Rod will spearhead the growth and development of operational strategies across the company’s expanding portfolio of over 60 hotels across Australia and the Asia-Pacific region.

Rod brings a wealth of experience to the role, having most recently served as Chief Executive of the South Australian Tourism Commission (SATC), where he played a key role in driving South Australia’s Visitor Economy. Prior to SATC, Rod held leadership positions with Tourism Australia both internationally and domestically, living and working across major global tourism hubs including Auckland, New York, Los Angeles, London, Adelaide, and Sydney.

Expressing his enthusiasm for the new role, Rod Harrex said: *“I am thrilled to be joining 1834 Hotels at such a pivotal time in its growth. The company’s commitment to strategic hotel management and operational excellence aligns perfectly with my experience in driving tourism and business success. I look forward to working with the team to elevate the portfolio and support our hotel partners in achieving strong financial performance.”*

Welcoming Rod’s appointment, Andrew Bullock, Chief Executive Officer of 1834 Hotels, highlighted the impact his leadership will bring: *“Rod’s expertise in tourism strategy, destination growth, and leadership makes him an invaluable addition to our executive team. His vision and extensive experience will play a key role in further strengthening our portfolio, driving returns, and enhancing profitability for our hotel owners. At 1834 Hotels, we provide owners with a white-label management solution designed to optimise operations and maximise financial success.”*

Rod’s appointment marks an exciting chapter for 1834 Hotels as it continues to expand its footprint and refine its industry-leading management solutions for hotel owners and investors.

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ABOUT 1834 HOTELS

1834 Hotels is Australia's premier white-label hotel management company, providing tailored management solutions for a diverse portfolio of over 60 properties. With a focus on operational excellence, revenue growth, and strategic hospitality solutions, 1834 Hotels partners with owners to optimise performance and maximise profitability.

For more information, visit www.1834hotels.com.au.

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