



# ATE – Where Australian tourism meets the world

The largest tourism trade show of its kind in the Southern Hemisphere and the most important event on Australia's tourism calendar is heading to Victoria in 2009.

The Australian Tourism Exchange (ATE) 2009 will be held at the Melbourne Convention and Exhibition Centre from 13 – 19 June 2009.

## What is ATE?

ATE is a tourism trade show that brings Australian tourism businesses together with tourism wholesalers and retailers from around the world. At ATE 2009 around 1,700 Australian delegates from 630 companies will meet with 600 key buyers from more than 40 countries. ATE is a forum for Australian tourism sellers to showcase their products, to the global distribution network, and negotiate deals. It also provides international travel buyers an opportunity to experience Australia first-hand.

## What happens at ATE?

ATE 2009 is a seven day trade show with an exciting program of lunches and evening events around the host city, Melbourne. ATE is a business-to-business event which generates up to 100,000 appointments and is divided into two modules. The Eastern module runs from 13 – 15 June 2009 and is attended by buyers from Japan, Asia and the Gulf Countries. The Western module, which includes buyers from Europe, the Americas, Africa, New Zealand and the South Pacific, runs from 16 – 19 June 2009.

## ATE – A sustainable event

The Melbourne Convention and Exhibition Centre is the first convention centre in the world to achieve a 6 Star Green Star environmental rating. ATE partners, Tourism Australia, Tourism Victoria and Qantas are committed to providing a sustainable event and encourage those attending to incorporate sustainable initiatives into their participation.

## The benefits of ATE

### Benefits to Melbourne and Victoria

ATE injects more than \$10 million into the local economy with around 13,000 paid visitor nights spent in Melbourne over the week-long event. In the longer term, ATE will position Victoria as a leading holiday destination, assisting overall tourism growth.

In addition ATE will showcase Melbourne and Victoria to leading international businesses. Delegates will travel around Victoria on pre and post-event tours, injecting millions of dollars into the Victorian economy, particularly in regional areas.

### Benefits to Australian Tourism Operators

ATE provides an ideal opportunity for Australia's tourism businesses to meet with influential international tourism buyers who are crucial to the future success of Australia's inbound tourism.

### Benefits to International Buyers

The event is an effective forum for buyers to meet and do business with the best Australian tourism operators. They also get the chance to experience Australia first-hand, enhancing their understanding of the destination.

### International Media Exposure

Around 40 international and 20 Australian media attend ATE, reporting on what's new in the Australian tourism industry to millions of people worldwide.

## Tourism and the economy

Tourism is an \$85 billion industry that directly employs almost half a million people, accounting for around five per cent of all jobs in Australia. As international tourists spend money and disperse throughout Australia, they increase economic and employment opportunities across the country, particularly in rural, regional and remote areas.

## Tourism Australia

Tourism Australia is responsible for promoting Australia to the world as a destination for business and leisure travel. Tourism Australia's clear purpose is to increase the economic benefits to Australia from tourism. To achieve this, Tourism Australia works to grow visitor spend and dispersal by targeting Australia's ideal visitor – The Experience Seeker – in key markets world-wide.

### For more information on ATE

Visit [www.tourism.australia.com/ate](http://www.tourism.australia.com/ate)

### To apply for ATE 2009

Visit [www.tradeevents.australia.com](http://www.tradeevents.australia.com) or contact Tourism Australia's Trade Events team on +61 2 9360 1111.