



## ATE23 ON THE GOLD COAST = A REMARKABLE SUCCESS!

The 43rd edition of the Australian Tourism Exchange (ATE23) was attended by over 2,300 attendees with 45,000 meetings held. ATE is Tourism Australia's largest annual trade event and we were delighted to be the host city. Delegates were captivated by the Gold Coast's transformation, with many visiting for the first time since pre-2019.

The range of new hotels, exciting tours, and our thriving dining scene impressed attendees. The event showcased the Gold Coast's charm, featuring delightful weather and a vibrant atmosphere.

Destination Gold Coast's International team conducted over 240 meetings over the 4 days. ATE23's success was a collective effort, and appreciation goes to all participants, attendees, and partners who contributed to shaping the future of Australian tourism. The event contributed an estimated \$9 million injection into the economy, with flow-on effects exceeding \$70 million.



## WHAT'S NEW

### **TINY WILD HOUSES**

Binna Burra Lodge, nestled in the stunning Woonoongoora (Lamington National Park). The lodge has just unveiled its newest accommodation option, the Tiny Wild House. These charming and eco-friendly Tiny Wild Houses are designed to provide guests with an unforgettable experience in the heart of the park's breathtaking natural beauty. Immerse yourself in the wilderness and connect with nature while enjoying all the modern comforts of home.



### **ULTIQA SIGNATURE AT BROADBEACH**

ULTIQA Signature at Broadbeach takes advantage of its spectacular beachside location and is your gateway to exploring everything the sunny Gold Coast has to offer. Shops, cafés, restaurants and bars are all within easy walking distance. The resort offers world-class resort amenities, from lounge and dining areas, gym, sauna and spa, and theatre to an expansive outdoor space with a 50 metre infinity edge pool

### **KOOL BIKE HIRE**

Kool Bike Hire is a small family business based in Coolangatta, that services the Gold Coast and Northern NSW regions. The team started out hiring a small number of bikes and with the

support of customers, they've now gone beyond this and have a wide range of bikes available to hire including mountain bikes, cruisers, stand-up e-bikes and more!



#### **VERANDAH HOUSE COUNTRY ESTATE**

Escape to the serene Verandah House Country Estate, perched atop Tamborine Mountain in the Gold Coast Hinterland. Experience breathtaking views of the Coast and surrounding mountains from your own balcony or verandah. Relax in spacious rooms complete with fireplace, TV, and kitchen or kitchenette. Enjoy the outdoor swimming pool and barbecue facilities amidst 10 acres of lawns and gardens. This peaceful retreat is conveniently located just a short drive from Tamborine Rainforest Skywalk, Tamborine Mountain Distillery, and MT Cheese Factory, as well as a variety of vineyards.

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## AVIATION UPDATE



#### AIR ASIA X

Direct services from Malaysia have returned to Gold Coast Airport, with the touch down of AirAsia X 1 April direct from Kuala Lumpur for the first time in three years. This service from Kuala Lumpur, will bring 58,000 additional seats into the region each year.

#### VIRGIN AUSTRALIA

A new international connection has commenced Virgin Australia's inaugural Gold Coast to Bali service departing 29 March. The new route will operate daily during peak periods, providing up to 2,200 seats between the Gold Coast and Bali each week, connecting the two cities directly for the first time.

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## MARKET ACTIVITY

We held our first **Taste of the Gold Coast** event in Auckland, New Zealand and it was a huge success with tickets selling out fast. Attendees were treated to a delightful 3 course culinary experience crafted by none other than Executive Chef Matt Jefferson from the [Social Eating House + Bar](#). To make the night even more special, Chef Joe O'Connell from Auckland's award-winning Ozone restaurant joined Chef Jefferson in the kitchen. Each dish was expertly paired with gin cocktails by the talented team at [Granddad Jacks](#). Check out the highlights video.

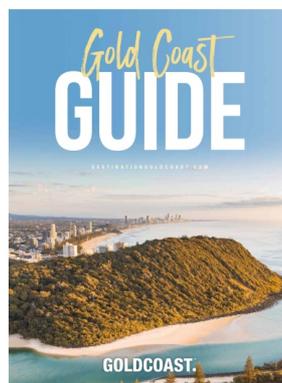


Destination Gold Coast joined forces with 35 Queensland tourism businesses to take part in Tourism & Events Queensland's **'Queensland is Calling'** roadshow in New Zealand. The group had one-on-one appointments trade partners in Auckland and even attended a private cooking class with renowned Queensland chef Nick Holloway. Networking events were also held in Auckland and Christchurch, with retail agents, including Aussie Specialists. The main goal of this roadshow was to increase the visibility of Queensland's products and destinations, and to establish and expand business opportunities with key trade partners.



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## HOT OFF THE PRESS



Click the image above for your free copy of our Gold Coast Guide.

"Gold Coast Travel Guide" in UK Outlook Travel magazine's March issue [click here](#).

"Where to eat on the Gold Coast: Five dining experiences to try in Australia's latest foodie destination" in NZ News Hub [click here](#).

"Explore Gold Coast's best kept secret: The Hinterland" in MY The Star [click here](#).

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## QUICK SNIPPETS

- [Tamborine Mountain Distillery](#) has taken out the World's Best Brandy Award at the [London Spirits](#)

Competition 2023.

- The Boost Mobile Gold Coast 500 returns to the streets of Surfers Paradise on 27th - 29th October 2023 for Round 11 of the Repco Supercars Championship.
- Pacific Airshow Gold Coast promises an unparalleled experience with the world's best civilian and military aviators, over-water 4+ hour non-stop action, and a family-friendly atmosphere. It's set to become the largest Airshow event ever held in Australia, with the inaugural event to be held on the Gold Coast 18-20 August 2023.

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We love being friends with Travel Trade – if you have colleagues who would like to receive this newsletter, they can sign up [here](#).

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#playgoldcoast



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Destination Gold Coast acknowledges the Traditional Custodians of the land on which we are situated, the Kombumerri families of the Yugambeh Language Region. We pay our respects to their Elders past, present and emerging, and recognise their continuing connections to the lands, waters and their extended communities throughout Southeast Queensland.

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