



AUSTRALIAN TOURISM EXCHANGE IS COMING TO THE GOLD COAST

30 APRIL - 4 MAY 2023

ATE23 GOLD COAST

AUSTRALIAN TOURISM EXCHANGE

DESTINATION GOLD COAST. | TOURISM QUEENSLAND | TOURISM AUSTRALIA

The Southern Hemisphere's largest tourism trade show, the Australian Tourism Exchange (ATE), is coming to the Gold Coast this month, bringing tourism businesses together from across the country to promote their products directly to wholesalers, retailers, and media from around the world. Now in its 43rd year, this five-day event is all about the whole city getting behind it.

ATE will showcase how the Gold Coast provides the best example of Australian culture and lifestyle with incredible natural landscapes, world-class experiences, and genuinely friendly people. Many businesses will benefit hugely from the immediate injection ATE brings but most importantly, the long-term benefits are substantial through the relationships and future business it establishes in bringing visitation back to the city.

\$9 MILLION
IMMEDIATE INJECTION INTO THE GOLD COAST ECONOMY

2,500
DELEGATES

655
TRADE BUYERS

80
INTERNATIONAL MEDIA

WHO

Around 2,500 delegates from more than 30 countries will meet on the Gold Coast to conduct scheduled business appointments and participate in key networking events. The event will also provide international buyers and media with the opportunity to experience the Gold Coast's tourism offerings first-hand through pre and post familiarisations.



WHERE

ATE is scheduled to take place at the Gold Coast Convention and Exhibition Centre. The event will primarily be set up in Broadbeach and Surfers Paradise with pop ups and a series of activations at multiple venues across the city.

KEY MARKETS

- | | | | | | |
|----------------|--------|-----------|--------|-----------|-----------|
| New Zealand | USA | China | Japan | India | Hong Kong |
| United Kingdom | France | Italy | Taiwan | Singapore | Malaysia |
| Germany | Korea | Indonesia | Canada | | |

ATE is delivered by Tourism Australia in partnership with Tourism and Events Queensland and supported by Destination Gold Coast and the City of Gold Coast.

For more information visit events.tourism.australia.com/ate23