



DESTINATION
GOLD COAST.

MEDIA RELEASE

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SOUTHERN HEMISPHERE'S LARGEST TOURISM TRADE SHOW FLOCKS TO THE GOLD COAST

Around 2,500 delegates from more than 30 countries will meet on the Gold Coast this week (30 April – 4 May) for the 43rd edition of the Australian Tourism Exchange (ATE).

The five-day event brings tourism businesses together from across the country to promote their products directly to wholesalers, retailers, and media from around the world.

Destination Gold Coast Interim CEO Karen Bolinger said 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.

"The Gold Coast has transformed in recent years into one of the nation's most vibrant destinations and ATE will be our time to really shine and strengthen connections with our global travel and trade partners who sell Australian holidays internationally, aviation network and media," Ms Bolinger said.

"The fact that ATE is at our doorstep today is a testament to the conversations and negotiations that took place at a time when borders were closed – so it's a significant opportunity for Gold Coast's visitor economy to harness with the world now open.

"We have worked in close partnership with Tourism Australia and Tourism and Events Queensland to ensure ATE delegates leave the Gold Coast with a memorable impression of our city, Queensland, and Australia.

"Our role as host destination is to showcase our advancing city and its diverse offerings and we hope the anticipated positive ripple effect is felt by all our tourism partners.

"ATE gives our global travel and trade partners and media the opportunity to journey to different parts of the region to experience the destination first-hand and in turn share these experiences with their customers so we can attract more high yielding international visitors from across the world."

Ms Bolinger said Destination Gold Coast alone will hold more than 300 scheduled business appointments throughout ATE.

Minister for Tourism, Innovation and Sport Stirling Hinchliffe said the Gold Coast was sure to provide a warm welcome and leave a lasting impression.

"As hosts this is a wonderful opportunity to showcase our great state to the world and through our comprehensive familiarisation program sell Queensland visitor experiences and our stories to the international media," Mr Hinchliffe said.

"Queensland is lucky to have so many iconic tourism destinations from the Great Barrier Reef and Daintree Rainforest to our vast Outback and beautiful Islands and beaches that are all ready to welcome international visitors.

“The international tourism market is extremely important, and the Palaszczuk Government is committed to building it back even stronger.”

Gold Coast Mayor Tom Tate said the long-term benefits of ATE will be felt for years to come.

“The positive impact of ATE will go well beyond the \$9 million injection into the economy during the event,” said Cr Tate.

“As we saw in 2016 when the Gold Coast first hosted ATE, the long-term benefits are substantial through the relationships and future business it establishes in bringing visitation back to the city.

“The investment that has taken place within the Gold Coast over the past three years has been extraordinary with new and reinvigorated hotels, attractions and experiences, so we have an exciting story to show and tell our international audience.”

Tourism and Events Queensland CEO Patricia O’Callaghan said the state’s lead marketing agency was working hard to ensure as many international travellers as possible travel to explore our beautiful state.

“All of Queensland is excited about this event, particularly those on the Gold Coast, as we welcome back key partners for one of this year’s most important opportunities to welcome back our international markets which were worth \$6 billion before the pandemic,” Ms O’Callaghan said.

“It has been seven years since we have had the opportunity to host ATE and with all global borders open, consumer behaviours changing over COVID-19 and the world competing aggressively for international visitors – now is Queensland’s time to shine and take the global stage.

“The key business of ATE is to ensure more Queensland tourism products are included in more travel itineraries and more international travellers are inspired to visit down under.

“Tourism and Events Queensland has built more than 80 itineraries featuring more than 650 Queensland operators on our familiarisation program which compliments ATE to show-off the best of our state from the reef to the rainforest, the ocean to the Outback and of course our iconic beaches.

“We welcome delegates to our state and hope that you leave educated and inspired to sell Queensland holidays overseas.”

From learning how to craft a surfboard to jet boating on the Broadwater, hot air ballooning through green pastures and traversing through wineries and breweries dotted throughout the Hinterland, the Gold Coast will highlight its unrivalled tourism offerings through over 25 familiarisations that feature more than 50 products and experiences.

ATE is being held at the Gold Coast Convention and Exhibition Centre with scheduled business appointments as well as a series of networking events and activations at multiple venues across the Gold Coast.

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

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CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

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