



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NSW ON SHOW AT AUSTRALIAN TOURISM EXCHANGE

NSW tourism products and experiences will be on show to international media, retailers and wholesalers when Australia's largest annual travel and tourism business-to-business event begins this weekend.

Taking place from 21 - 25 June at Melbourne's Convention and Exhibition Centre, the Australian Tourism Exchange (ATE) enables NSW operators to display their products to international buyers such as airlines, tourism wholesalers and retailers.

Minister for Trade, Tourism and Major Events Stuart Ayres said this year, 98 tourism operators from across NSW will be ambassadors for our State's tourism industry at ATE, with 62 of these to exhibit in partnership with our tourism and major events agency Destination NSW.

"From tour operators to hotels and cultural institutions, our exhibitors represent the variety of experiences on offer in Australia's top tourism destination, NSW," Mr Ayres said.

"Visitors to the Destination NSW stand at ATE will find a wealth of information about new products, our packed calendar of events and festivals, Aboriginal and cultural experiences, world-class food and wine, shopping and the great outdoors.

"Destination NSW will also participate in the ATE Media Marketplace on Saturday 20 June, to promote and educate international and domestic journalists, editors, broadcasters and digital influencers about NSW tourism products and experiences."

Destination NSW Chief Executive Officer Sandra Chipchase said the State's tourism and major events agency has collaborated with the State's regions to develop a familiarisation program for international buyers to experience Sydney and Regional NSW first-hand, before and after attending ATE.

"More than 20 ATE buyer delegates are set to take part in the NSW ATE familiarisation program, visiting locations including the Central Coast, Hunter Valley, Blue Mountains and Lord Howe Island," Ms Chipchase said.