

Tuesday 20 May, 2014

SYDNEY WELCOMES GUESTS TO AUSTRALIAN YOUTH TOURISM EXCHANGE

Destination NSW Chief Executive Officer, Sandra Chipchase, has welcomed delegates to Sydney for the 2014 Australian Youth Tourism Exchange (AYTE), Australia's only international trade event dedicated to connecting domestic backpacker, youth, adventure and education suppliers, with international distributors.

Ms Chipchase said Destination NSW was proud to be working with the Australian Tourism Export Council (ATEC) as host State for AYTE and is committed to growing the youth tourism sector.

"Sydney is the gateway for youth travellers to work, study and play in NSW, making it the perfect location to host AYTE," Ms Chipchase said.

"According to the latest International Visitor Survey (IVS) for year end December 2013, NSW is the number one destination for youth travellers to Australia, receiving 57% of all youth visitors. The Youth market continues to be a key growth sector for the State, receiving more than 991,000 visitors for year end December 2013, up 5.2% on the previous year.

"Over the next three days, tourism operators will be able to make important connections with international distributors from key visitor markets, during a series of scheduled appointments and networking events.

"Delegates will also spend a day touring Sydney on an action-packed itinerary, hosted by Destination NSW.

"Guests will experience a taste of the work, study and play lifestyle on offer in NSW, including jet boating on the Harbour, taking in a bird's eye view from 268 metres above the city during Sydney Skywalk and dining in one of the city's many nightlife hubs," Ms Chipchase said.

ATEC Managing Director, Peter Shelley, said the event will connect international buyers from 13 countries around the world with some of the best youth product suppliers from across Australia.

"ATEC is excited to welcome both international and Australian delegates to the 2014 Australian Youth Tourism Exchange in Sydney," Mr Shelley said.

"ATEC plays a strong role in supporting and developing industry capacity and growing the Australian youth tourism industry. The youth travel market is extremely important to our tourism industry and we must ensure Australia remains an attractive and competitive destination.

"I am also pleased the value of the youth sector has been recognised by Destination NSW, who is partnering in the delivery of AYTE," he said.

The Australian Youth Tourism Exchange will be held at the Pullman Sydney Hyde Park from 20-22 May, 2014.

For more information please visit www.atec.net.au/atec-youth-tourism-conference