



**DESTINATION  
GOLD COAST.**

**MEDIA RELEASE**

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## AUSTRALIAN TOURISM EXCHANGE TO CONVENE ON THE GOLD COAST IN 2023

**A convoy of 2,000 delegates from all corners of the globe are set to meet on the Gold Coast in 2023 for the Southern Hemisphere's largest international travel show, Australian Tourism Exchange (ATE).**

Destination Gold Coast in partnership with Tourism Australia, Tourism and Events Queensland and the City of Gold Coast, has today (18 May) announced that ATE will be held on the Gold Coast from 30 April to 4 May 2023.

Touted to be the biggest-ever in ATE's history, 2023 will be the first full program event held since the COVID-19 pandemic and attract a host of leading travel decision makers and agents, airline executives, and over 70 international media representatives.

Destination Gold Coast CEO Patricia O'Callaghan said the Gold Coast was perfectly positioned to play host as an enviable leisure and business events destination that has refined and expanded its experiential offering since last hosting ATE in 2016.

"Securing Australia's largest annual travel and tourism business-to-business event is an enormous coup for the city that will showcase the breadth and depth of Gold Coast's venues, products and experiences," Ms O'Callaghan said.

"A key learning from COVID-19 is that it has radically disrupted the travel conversation and diversified the experiences people are looking to have.

"We have an enormous story to tell here on the Gold Coast with more than \$1 billion invested in new tourism infrastructure over the past two years alone including 3,000 hotel rooms either completed or underway.

"The five-day event is expected to immediately inject \$9 million into the local economy and will see the entire city come alive through a series of venue activations for scheduled business appointments and networking events.

"Hosting an event of this scale is not only important to supercharging Gold Coast's international recovery, but the flow-on benefit through to our 10,000 tourism operators and small businesses from hoteliers to restaurants and cafes, and right through to retailers, experiences and transit providers.

"We look forward to partnering with Tourism Australia, Tourism and Events Queensland and the City of Gold Coast to deliver another successful event on the Gold Coast in 2023."

Minister for Tourism, Innovation and Sport Stirling Hinchliffe said the Gold Coast was the ideal destination to remind international buyers about Queensland's world-class tourism experiences.

"The Australian Tourism Exchange and the global relationships it supports are absolutely critical to rebuilding Queensland's \$6 billion-a-year international tourism industry," Mr Hinchliffe said.

“Queensland tourism operators have worked hard during the pandemic by building back better and investing in new and upgraded tourism experiences to attract a new generation of visitors.

“While the ATE will be a significant addition to the Gold Coast’s Economic Recovery Plan, the longer-term international benefit for Queensland tourism will potentially run into billions of dollars.

“ATE is a tremendously important event for international tourism on the Gold Coast, Queensland and Australia.”

Gold Coast Mayor Tom Tate said the Gold Coast event would be vital as the tourism industry continues its rebuild.

“What a shot in the arm for our tourism industry and local economy to again host the premier tourism exchange, right here on the Gold Coast,” said Cr Tate.

“2016 was a long time ago so to see ATE back where it belongs is a huge coup and I applaud Destination Gold Coast, Tourism and Events Queensland, Tourism Australia and all parties for making it happen. I can’t wait.”

### **About ATE**

The Australian Tourism Exchange (ATE) is Australia’s largest annual travel and tourism business-to-business event. Now in its 42<sup>nd</sup> year, ATE brings together Australian tourism businesses in a forum to promote their products directly to tourism wholesalers and retailers from around the world.

ATE was last held on the Gold Coast in 2016. Before and after the four day program of scheduled business appointments and networking events on the Gold Coast, international buyers and media travelled pre and post the event to experience Australia’s tourism offering first-hand.

### **ENDS**

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