



AUSTRALIAN TOURISM EXCHANGE

Adelaide 2018



What is ATE?

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It brings together Australian tourism businesses (sellers) and tourism wholesalers and retailers from around the world (buyers) through a combination of scheduled appointments and networking events. The event will be held from Sunday 15th to Thursday 19th April 2018.

In 2018 Adelaide plays host to around 1,500 Australian seller delegates from 550 tourism businesses, meeting with 700 key buyers from over 30 countries. ATE is a forum for Australian tourism sellers to showcase their products to the global distribution network and negotiate deals. It also provides international travel buyers with the opportunity to experience the host destination of South Australia first hand.

South Australia has hosted the event twice before in 2006 and 2010.

What happens at ATE?

ATE18 is a 5-day tradeshow held at the Adelaide Convention Centre, where buyers meet with sellers in over 50,000 scheduled appointments. The program also includes a number of networking functions and pre and post regional touring.

Benefits to Adelaide and South Australia

ATE is expected to inject \$10 million into the local economy. Over 4,000 room nights have been booked at hotels throughout the city, and a large number of the buyers will travel around South Australia on pre and post event familiarisation tours. The event encourages repeat visitation and the buyers from leading international tourism businesses will on-sell South Australia as a destination to their clients.

What's in it for me (the driver)?

Whilst a well-known coach company has been appointed as the ATE coach transfer provider, there will be any number of passenger movements that won't be catered for through the official transfer program. This means added opportunities and extra business for the taxi sector.

Drivers are invited to wear an ATE welcome badge and are encouraged to make all ATE delegates feel right at home in South Australia. Our goal is to leave a lasting positive impression in the minds of all visiting delegates and by providing a high quality of transport service will contribute to a great experience in South Australia and exceed all visitor expectations.