



# Media Release

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## **SYDNEY HOSTS AUSTRALIA'S LARGEST TOURISM TRADE EVENT**

More than 1100 tourism operators and global buyers are gathered at Sydney's International Convention Centre for Australian Tourism Exchange 2022 (ATE22) from 15-18 May.

The NSW Government, through its tourism and major events agency Destination NSW, has partnered with Tourism Australia to bring the nation's premier travel trade event to NSW, using the Harbour City as the backdrop to sell Australia to the travelling world.

Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport and Minister for Western Sydney Stuart Ayres said the NSW Government was proud to host ATE22, which will feature 91 NSW tourism businesses.

"ATE22 will play a key role in turbocharging the NSW visitor economy, showcasing the incredible products and diversity of experiences our state has to offer to hundreds of local and international buyers," Mr Ayres said.

"The NSW Government has a recovery roadmap in place to restore visitor expenditure to pre-COVID levels by 2024 and grow it to \$65 billion by 2030, as we aim to become the premier visitor economy of the Asia Pacific.

"ATE22 plays a vital role in achieving that goal, so I look forward to joining with key stakeholders to champion NSW's unique tourism offering at this important trade event."

Destination NSW, in partnership with Tourism Australia, is hosting 55 international media across 11 markets for ATE22, including New Zealand, Japan, France, Malaysia, Italy, USA, India, Canada, Singapore, Indonesia and Germany, taking them on a range of experiences in stunning locations from Lord Howe Island to Broken Hill, Port Stephens and the vineyards of Orange and the Hunter Valley.

Over 140 buyers are taking part in 20 familiarisation program itineraries showcasing NSW products and experiences, including at the Sapphire Coast, Wollongong, Byron Bay, Central Coast and the Riverina Snowy region.

For the first time, ATE22 also features five NSW wineries, providing an invaluable sales platform for regional wineries, said Printhe Wines Marketing Manager Emily Swift.

"As a regional business, it's amazing to be able to access the huge pool of international and domestic buyers from around the world and try and put Orange into international itineraries for the first time," Ms Swift said.

ATE22 delegates have the opportunity to start each day on a natural high with the Destination NSW Fun and Fitness program offering a Sydney Harbour bike ride with Bonza Bikes, a running tour with

Fit City Tours or an early morning surf at Bondi Beach with Let's Go Surfing.

Let's Go Surfing Managing Director and Founder Wacca Wachholz said ATE22 was the industry's most important trade event, especially following two years of border closures.

"We're super excited to be back at ATE, particularly this year with the borders are open so we can see our agents and partners face to face again. If you're in tourism and you want to make a difference, you need to go to ATE," Mr Wachholz said.

ATE22 runs from 15-18 May 2022, with ATE Online running from 24-26 May 2022 to connect those unable to attend the live event.

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