

MEDIA RELEASE

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Page 1 of 1

THE BIGGEST DELEGATION TO ATE

When Australian tourism businesses meet with international travel buyers at Australian Tourism Exchange in Melbourne next week, the biggest delegation will be from Cairns and the Great Barrier Reef Region. Scores of tourism and hospitality operators continue to invest their hard earned dollars to attend events like this one, to position the region and their businesses to be in the lead when the economic recovery begins.

Australian Tourism Exchange is an annual event staged since 1979 by Tourism Australia to bring Australian tourism businesses together with airlines, tourism wholesalers and retailers from around the world to negotiate deals.

This year Australia's biggest tourism trade event is being held at the Melbourne Convention and Exhibition Centre from 13 to 19 June.

More than 200 of around 1000 expected Australian delegates will be from Cairns and the Great Barrier Reef region. 600 buyer companies from 40 countries are registered for the event and 90 of the 630 Australian seller companies will be selling Cairns and the Great Barrier Reef region.

International and Australian media attend ATE, reporting to millions worldwide on what is new in the Australian travel and tourism industry.

In a survey of buyers and sellers following last year's event, buyers rated the commercial benefit of attending ATE as very or extremely high and better or much better than other trade events. The vast majority of delegates (97%) indicated they would be likely to attend ATE 2009.

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