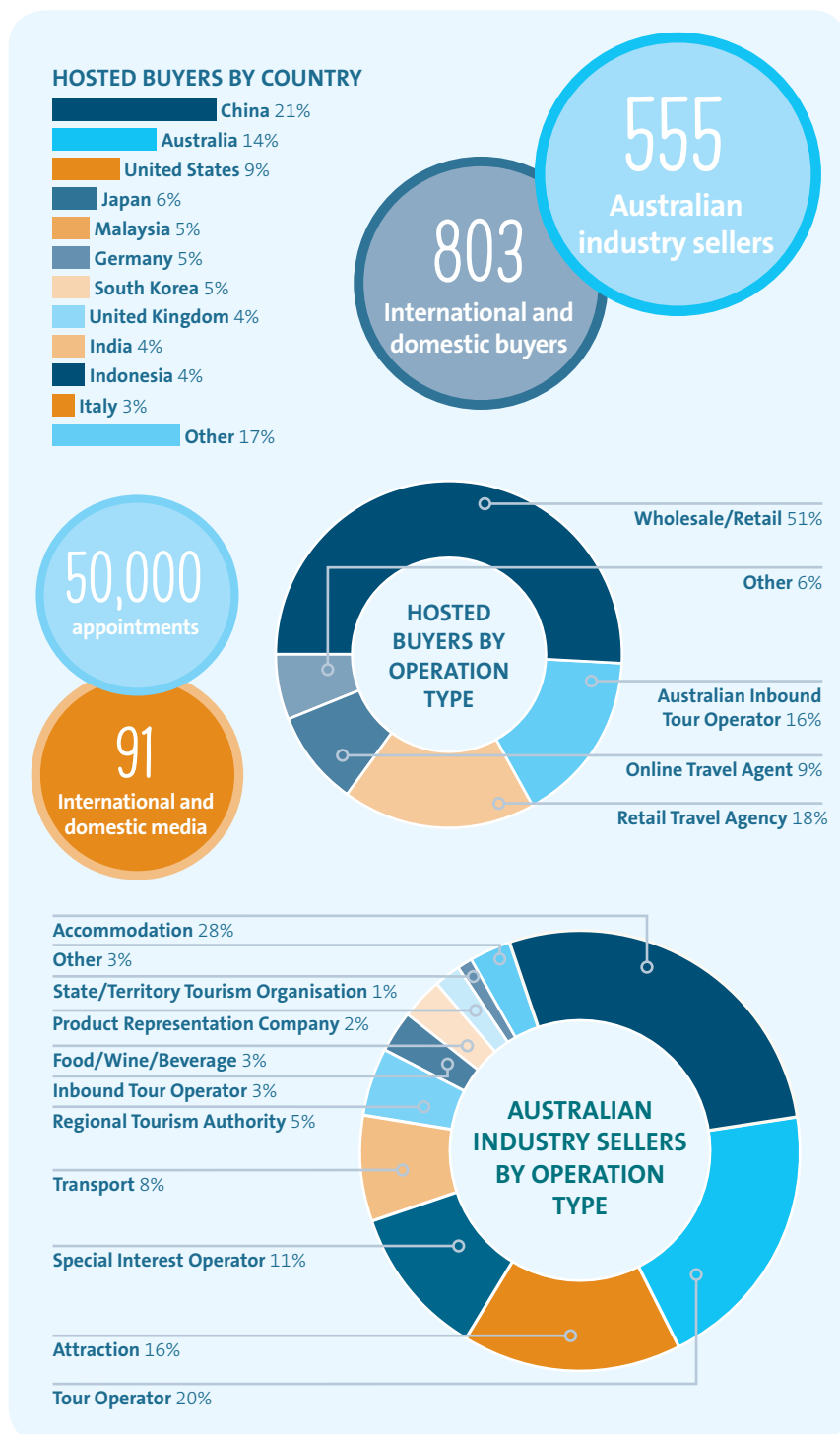


AUSTRALIAN TOURISM EXCHANGE

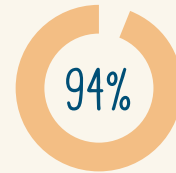
14 – 18 MAY 2017

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. ATE brings together Australian tourism businesses in a forum to promote their products directly to tourism wholesalers and retailers from around the world.

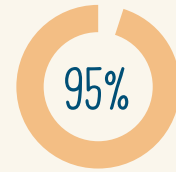
In 2017, ATE was held in Sydney, New South Wales, and was delivered in partnership with Destination NSW. Before and after the four day program of scheduled business appointments and networking events in Sydney, international buyers and media travelled to other destinations in Australia to experience Australia's tourism offering first-hand.



POST-EVENT SURVEY RESULTS



of buyers and sellers reported **satisfaction** with ATE17 in Sydney (97% buyers, 90% sellers).

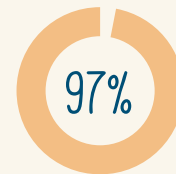


of delegates rated the **quality of buyers and sellers** in attendance **very favourably**

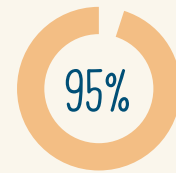


of delegates described the event's **value for money** as excellent, very good or good (93% buyers, 83% sellers).

As a result of attending ATE17, **90%** of buyers **intend to sell more** Australian product.

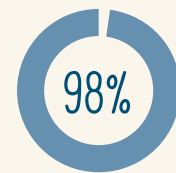


of buyers feel **more capable** of selling Australian product.

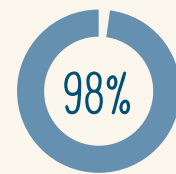


of delegates plan to **attend the event again** (96% buyers, 94% sellers).

ATE MEDIA PROGRAM



of media were **'very satisfied'** or **'satisfied'** with the International Media Marketplace



of media are interested in attending ATE18 Media Program

Over **80 pieces of media** generated from 22 different markets, reaching approximately **1.2 billion**

SAVE THE DATE

ATE18 will take place in Adelaide, South Australia, from 15 to 19 April 2018.