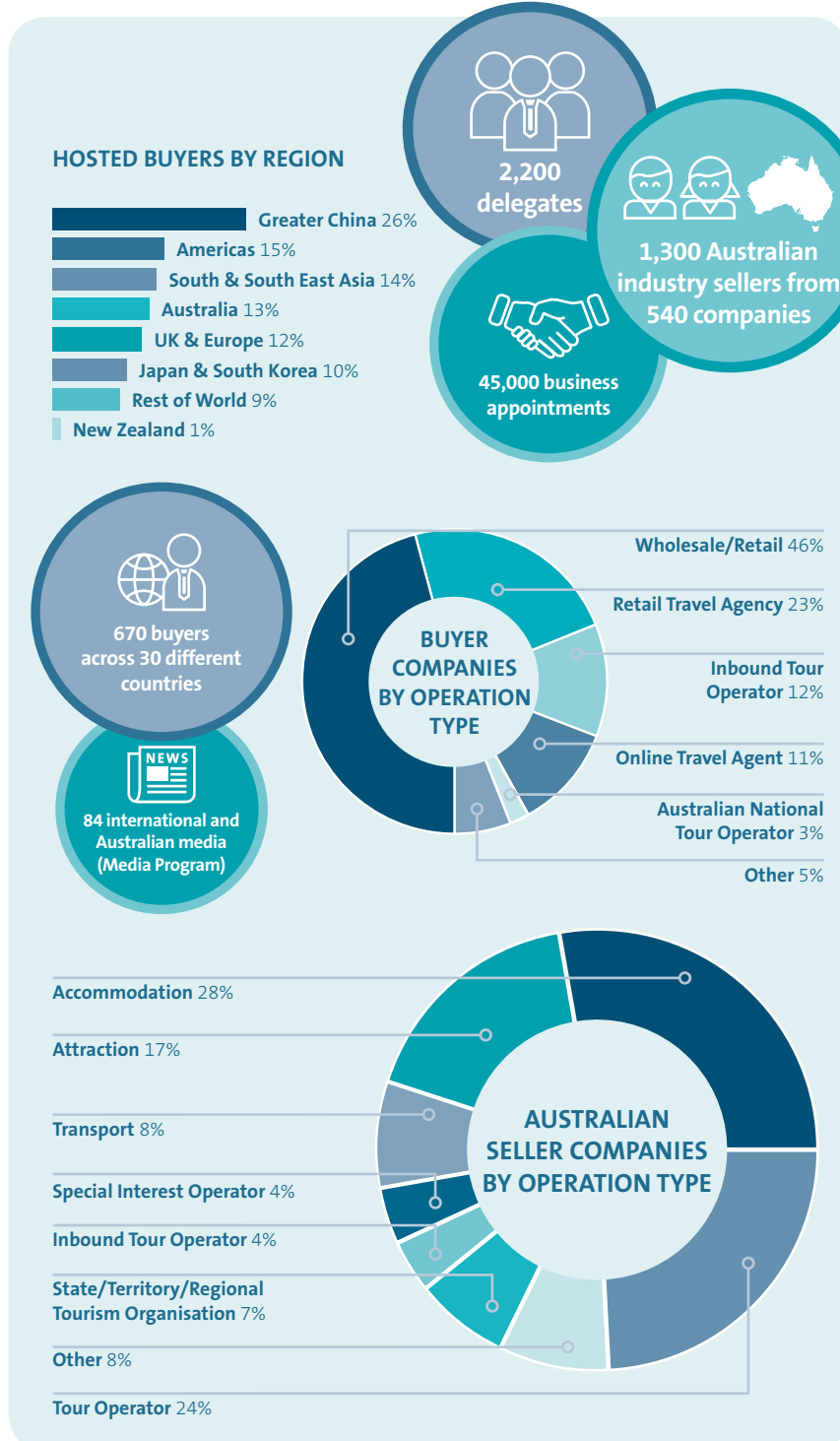


AUSTRALIAN TOURISM EXCHANGE

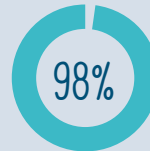
15 TO 19 APRIL 2018

The Australian Tourism Exchange (ATE) was held in Adelaide, in partnership with the South Australian Tourism Commission. Over the four-day program, ATE provided the opportunity for attendees to do business and network with industry colleagues as well as experience vibrant Adelaide and its surrounds.

Over 45,000 appointments took place between 670 international and domestic buyers and Australian tourism seller delegates from 540 companies. Before and after the event, international buyers and media travelled to other destinations in Australia to experience Australia's tourism offering first-hand.



POST-EVENT SURVEY RESULTS



of delegates were **satisfied** with ATE18



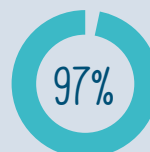
of sellers identified their **return on investment** as good, very good or excellent



of buyers stated **value for money** was good to excellent



of attendees stated they would 'probably' or 'definitely' **attend ATE in future years**



of buyers **intend to sell more** of Australia



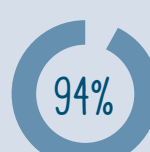
of buyers stated they are **more capable** of selling Australia

98% of buyers and **95%** of sellers rated the **overall quality of appointments** as good, very good or excellent

ATE MEDIA PROGRAM



of media are **interested in attending** the ATE19 Media Program



of media rated the International Media Marketplace as '**excellent**' or '**very good**'

SAVE THE DATE

In 2019, ATE will celebrate 40 years.
ATE19 will take place in Perth, Western Australia from 8 to 12 April.