



MEDIA RELEASE

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40TH ANNUAL AUSTRALIAN TOURISM EXCHANGE IN FULL SWING

The 40th annual Tourism Australia's Australian Tourism Exchange (ATE) is in full swing, kicking off yesterday in Perth.

The Whitsundays will be well represented throughout the week-long exchange, along with Tourism Whitsundays Marketing Manager Donna van 't Hoff the Whitsundays contingent will see representation from Airlie Beach Hotel, Air Whitsundays Seaplanes, Coral Sea Resort, Daydream Island Resort, Explore Whitsundays, GSL Aviation, Hamilton Island, Heart Hotel and Gallery Whitsundays, Mirage Whitsundays, Ocean Rafting, Red Cat Adventures and Whitsundays Sailing Adventures.

To coincide with ATE, Tourism Whitsundays has released the 2019/2020 International Product Manual. The manual features Whitsunday products that are internationally ready and is used to support product development and maintaining business contracts internationally. [Click here](#) to go through our downloadable version.

Tourism Whitsundays CEO Tash Wheeler said, "We've had excellent participation from our Whitsundays tour operators this year, ATE is the largest trade event on the annual calendar, it's one of the best opportunities for our operators to get their products in front of key international trade buyers."

The event brings together Australian tourism businesses, and tourism wholesalers and retailers from around the world through a combination of scheduled business appointments and networking events. It also provides international travel buyers with the opportunity to experience Australia's tourism offering first-hand through pre and post-event familiarisations.

Around 1,500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from over 30 countries, and 70 international and Australian media attend this global event.

Jayson Heron Director of Sales & Marketing is part of the group representing the Whitsundays at this year's ATE agrees "We look forward to ATE every year, this year more than ever with Daydream Island Resort about to open its newly refurbished doors, we're really excited to show the trade delegates all the work that has been done at Daydream Island and provide them with updated information for their customers to book their Daydream Island tropical paradise holiday".

Marketing Manager for Tourism Whitsundays Donna van 't Hoff added "ATE is such an important event for our operators to be involved in, in addition to showcasing their products to key trade buyers, it's also a great chance for operators to build important relationships with these key buyers from all over the world".

Tourism Australia's flagship event continues to evolve while remaining true to the purpose of connecting the Australian tourism industry with global travel buyers.

Tourism Whitsundays International Product Manual:

https://www.tourismwhitsundays.com.au/images/Trade-Documents/2019-20_International-Product-Manual_Digital.pdf

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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