

Media Release

Steve Dimopoulos MP
Minister for Tourism, Sport and Major Events
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Wednesday, 3 May 2023

MELBOURNE TO HOST AUSTRALIAN TOURISM EXCHANGE 2024

Tourism businesses from around the world will descend on Melbourne next year for the country's biggest annual travel industry event – the Australian Tourism Exchange (ATE).

Held in a different host city each year, ATE is a four-day trade program and Australia's most important annual travel and tourism marketing event, drawing tourism businesses and buyers from around the world. It will be held at the Melbourne Convention and Exhibition Centre from 19 to 23 May in 2024.

ATE 2024 will connect Victorian businesses with tourism buyers and media partners from around the world through a combination of scheduled business appointments and networking events held at the Melbourne Convention and Exhibition Centre.

It is anticipated at least 50 per cent of buyers attending ATE will travel to regional Victoria as part of their itinerary, adding further economic benefit to local hotels, restaurants, and tourism attractions.

Visit Victoria and Tourism Australia will cooperatively host ATE 2024 which is expected to deliver an immediate injection of around \$9 million into the Victorian economy and create invaluable opportunities for tourism operators across the state.

Support from the Andrews Labor Government was critical to securing the hosting rights for ATE 2024 – showcasing the importance of the tourism industry to the state's economy. The latest figures show Victoria's visitor economy has reached \$31.5 billion as at December 2022 – 97 per cent of pre-pandemic levels.

The business transactions secured at ATE are expected to boost the value of international tourism to the Victorian economy for years to come.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"ATE 2024 will be an important opportunity to showcase why Victoria has the most dynamic tourism industry in the country and it will drive business and job opportunities throughout our state."

"We expect an influx of international buyers, industry experts and media at ATE 2024 which will help keep our hotels, restaurants and attractions busy and support local jobs."

Quotes attributable to Federal Minister for Trade and Tourism Don Farrell

"Australia's largest annual tourism event will return to Melbourne next year for the first time since 2015 next year, attracting more than 2,000 delegates from Australia and around the world to Victoria."

"The event, to be held next May, will bring together tourism businesses, tourism wholesalers and retailers from key markets for days of face-to-face, business-to-business appointments."

Quote attributable to Visit Victoria CEO Brendan McClements

"We're proud to be partnering with Tourism Australia to host ATE in Melbourne because it will attract international buyers here and showcase some of our best tourism experiences on offer across the state."

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