

# Joint Media Release



**Steve Dimopoulos**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



**Australian Government**  
**Senator the Hon Don Farrell**  
Minister for Trade and Tourism

Monday, 20 May 2024

## AUSTRALIAN TOURISM EXCHANGE RETURNS TO MELBOURNE

The southern hemisphere's largest tourism trade show has officially opened in Melbourne, bringing together thousands of Australian delegates to meet with tourism wholesalers and retailers from around the world, thanks to support from the Albanese Labor Government and Albanese Federal Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos celebrated the launch of Australian Tourism Exchange 2024 hosted at the Melbourne Convention and Exhibition Centre from Monday, 20 May to Thursday, 23 May - connecting Australian tourism operators with international buyers from 37 countries.

The Exchange showcases Australia's diverse tourism offering and helps local tourism operators secure future business, with 100 per cent of international buyers feeling more capable of selling Australian products and experiences as a result of their attendance at the Forum last year.

This year's event in the heart of Melbourne will be one of the biggest in the event's 44-year history with more than 2600 delegates including a record 714 global tourism wholesalers and retailers taking part in around 50,000 one-on-one business appointments.

This is the ninth time Melbourne has hosted the Australian tourism industry's biggest business-to-business event, having most recently staged ATE in 2015.

As host state, Victoria will host 414 tourism buyers and media with 62 unique travel itineraries across the state, with visits to 331 tourism operators to showcase our vibrant and diverse businesses direct to global buyers.

ATE24 is delivered by Tourism Australia in partnership with Visit Victoria.

### **Quote attributable to Victorian Minister for Tourism, Sport and Major Events Steve Dimopoulos**

*"Over four days, a record number of more than 100 Victorian tourism businesses will meet with global decision-makers and media to increase international awareness of the Victorian experience, and boost visitation numbers."*

### **Quote attributable to Federal Tourism Minister Don Farrell**

*"The Australian Tourism Exchange is Tourism Australia's signature event which helps to showcase our destination to the world and drive business opportunities for tourism operators around the country."*

### **Quote attributable to Sunnymead Hotel owner Damien Cerantonio**

*"We can't wait to see the distinctively Victorian touches that will make ATE feel like home and to work alongside other local businesses to drive visitation."*