

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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BACKING VICTORIAN TOURISM OPERATORS FROM LOCAL TO GLOBAL

The Allan Labor Government is showcasing Victoria's vibrant and diverse tourism operators to the world this week at the Southern Hemisphere's largest international travel show, the Australian Tourism Exchange (ATE24), lands in the heart of Melbourne, with new investment set to take the state's tourism sector from strength to strength.

Minister for Tourism, Sport and Major Events Steve Dimopoulos joined the event in Melbourne today to announce a Labor Government investment of more than \$21.8 million to Visit Victoria boost the promotion of Victoria's regional tourism businesses to new audiences interstate and overseas.

The investment will see Visit Victoria deliver industry training programs as well as marketing to promote the diverse experiences across the state and encourage more people to explore regional Victoria.

The International Business Accelerator Program will help regional businesses attract international visitors, delivered through targeted industry programs led by Visit Victoria including the International Mentoring Program, Marketing Excellence Program, trade shows, and familiarisation visits.

These initiatives are part of the Labor Government's \$170 million Regional Tourism and Events Fund, boosting tourism, creating more jobs, backing businesses and helping attract even more visitors across regional Victoria by showcasing the very best our state has to offer.

The Australian Tourism Exchange 2024 (ATE24) runs until Thursday 23 May at the Melbourne Convention and Entertainment Centre, with more than 2,600 delegates from 37 countries at this year's event including more than 100 Victorian tourism operators showcasing their business to the world.

The event provides an incredible platform for Victorian operators to secure future business with a record 714 global tourism wholesalers and retailers taking part in around 50,000 one-on-one business appointments at ATE24.

As host state, Victoria is hosting 414 tourism buyers and media and showcasing 331 tourism operators across 62 itineraries, strengthening their ability to sell the state to global audiences.

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

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

"We're backing Victorian tourism businesses through marketing and industry development programs that show the breadth of experiences on offer in our regions."

"Over four days, 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."

Quotes attributable to Visit Victoria CEO Brendan McClements

"By working closely with our industry, we're showcasing Victoria to the world through events like ATE24 and dedicated programs that increase market-readiness."

"With thousands of international tourism buyers in town this week, it's a tremendous opportunity to show the world how Victoria is 'every bit different'."

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