

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 BUSINESSES ON THE GLOBAL STAGE

Victoria's tourism industry will be showcased to the world this week as part of the Southern Hemisphere's largest international travel show, supported by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos yesterday attended the Australian Tourism Exchange (ATE25) in Brisbane to support Victorian businesses in attracting more international tourism dollars to our state.

More than 2,200 delegates from 30 countries are taking part in this year's event, including more than 60 Victorian tourism operators showcasing their businesses to the world.

ATE25 provides a platform for Victorian operators to secure future business with 700 global tourism wholesalers and retailers taking part in around 50,000 one-on-one business appointments.

Victoria is also hosting international buyers and media before and after the event to showcase first-hand dozens of Melbourne and regional Victorian products and experiences. This program will give departing delegates a clear understanding of how to sell Victoria to their clients and what the state has to offer.

Victorian regional businesses participating in ATE for the first or second time are being supported through Visit Victoria's International Business Accelerator Program (IBAP).

As part of IBAP, Visit Victoria hosts regular industry training programs to help local businesses to upskill to promote themselves and cater to overseas markets. Visit Victoria also trains 65,000 global travel agents every year in partnership with Tourism Australia to promote and sell Victorian destinations and products to international visitors.

Activities like these are helping to fuel the strong growth in international visitor spend, with the latest Tourism Research Australia's *International Visitor Survey* showing a new record high of \$9 billion was reached in 2024, up 41 per cent year on year.

ATE25 runs from today until Thursday 1 May at the Brisbane Convention and Exhibition Centre and is delivered by Tourism Australia.

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

"The interactions at ATE25 will bring even more business to Victoria in the months and years to come, building on the record \$40 billion in visitor expenditure recorded in Victoria in 2024."

"Through our Economic Growth Statement, we're backing Victorian tourism operators by opening doors to new markets, building skills, and making it easier to do business — ensuring every community can share in the benefits of a stronger visitor economy."

Quote attributable to Visit Victoria CEO Brendan McClements

"ATE25 is a platform to show the world why we are a destination of choice for domestic and international visitors, with millions continuing to flock here to see what makes our State 'Every bit different'."

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