



International Industry Events Calendar 2017/18

This document provides a snapshot of events which VisitCanberra intends to participate in during 2017/18. Timings and approximate costs are provided as a guide to industry partners in planning their own involvement in these events where eligible.

In addition to this list, VisitCanberra may also consider other opportunities in key markets. Further information and updates on VisitCanberra's international activities will be available via [Industry Link](#).

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Activity	India Travel Mission (ITM) 2017
Activity type	Tourism Australia Trade Mission
Target market	Qualified travel agencies and tour operators from India
Location	Pune, India
Investment	\$4,600 + flights
Timing	16-19 August 2017
Event Overview	The India Travel Mission (ITM) provides an opportunity for representatives from the Australian tourism industry to establish business relationships with key qualified travel agencies and tour operators from India. The format of this event includes pre-scheduled meetings between Buyers and Sellers, and opportunities to network at official functions.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria)
Website	www.tradeevents.australia.com

Activity	ATEC 'Canberra on Show'
Activity type	ATEC Trade Events
Target market	ATEC Inbound Tour Operators (ITOs)
Location	Sydney
Investment	\$400 - \$600 approx + flights/accommodation
Timing	September TBC
Event Overview	ATEC Canberra on Show is an opportunity for tourism products to meet with key ITOS through B2B appointments. This activity allows ATEC members and non-members to network with industry partners.
Eligibility	ATEC and non-ATEC members may apply
Website	www.atec.net.au

Activity	South East Asia Walkabout
Activity type	Tourism Australia Trade Mission
Target market	Product planners and decision makers from Indonesia, Malaysia and Singapore
Location	Bali, Indonesia
Investment	\$4,000 + flights
Timing	25-29 September 2017
Event Overview	Walkabout South East Asia provides an opportunity for representatives from the Australian tourism industry to develop and establish business relationships with product planners and decision makers representing outbound travel from Indonesia, Malaysia and Singapore. The event includes pre-scheduled meetings between Buyers and Sellers, and opportunities to network at the official event functions.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria)
Website	www.tradeevents.australia.com

Activity	Corroboree West 2017
Activity type	Tourism Australia Trade Show
Target market	Aussie Specialist agents from the USA, Canada, Brazil, the United Kingdom, France, Germany, Italy and Switzerland
Location	Gold Coast
Investment	\$4,300 + travel and accommodation
Timing	10-14 October 2017
Event Overview	Corroboree West is an Australia-based trade event that combines a three day training workshop from 11 to 13 October and familiarisation around Australia exclusively catered for qualified Aussie Specialist agents from the USA, Canada, Brazil, the United Kingdom, France, Germany, Italy and Switzerland. These qualified Aussie Specialist agents are front-line retail agents who actively sell Australia as a preferred long-haul destination to travellers.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria)
Website	www.tradeevents.australia.com

Activity	World Travel Market (WTM)
Activity type	Third-party trade event (Tourism Australia will host an Australia Stand)
Target market	International travel trade and media
Location	London, United Kingdom
Investment	Applications now closed
Timing	6-8 November 2017
Event Overview	The World Travel Market (WTM) 2017 is one of the world's leading travel exhibitions. It attracts over 50,000 travel industry professionals, and brings the travel and tourism industry's most prominent figures together to network, negotiate, and conduct business.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria for the Australia Stand)
Website	www.tradeevents.australia.com

Activity	ATEC Meeting Place 2017
Activity type	ATEC Trade Event and Workshop
Target market	ATEC Inbound Tour Operators (ITOs)
Location	Perth, Western Australia
Investment	\$1,500 approx + travel
Timing	20-22 November 2017
Event Overview	ATEC Meeting Place is the Australian Tourism Export Council's annual industry event. It provides an opportunity for Australian tourism businesses to meet with Inbound Tour Operators during two days of business meetings, workshop sessions and networking events. ITOs are a key partner in the promotion and distribution of tourism products and services to international wholesalers and agents.
Eligibility	ATEC members only
Website	www.atec.net.au

Activity	Greater China Travel Mission
Activity type	Tourism Australia Trade Mission
Target market	Travel agents, wholesalers and media in the Greater China region
Location	Shanghai, China
Investment	\$5,500 + flights/accommodation
Timing	11-15 December 2017
Event Overview	Tourism Australia will run a Greater China Travel Mission as part of the 2017 China Australia Year of Tourism. The event will provide Australian tourism businesses with access to travel agents, wholesalers and media in the Greater China regions of Mainland China, Hong Kong and Taiwan.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria)
Website	www.tradeevents.australia.com

Activity	European Product Workshop
Activity type	Tourism Australia Trade Workshop
Target market	Product Managers from UK and Europe
Location	London, UK
Investment	\$3,000 + flights/accommodation
Timing	20-21 March 2018
Event Overview	Tourism Australia's European Product Workshop provides an opportunity for Australian tourism businesses to meet key contacts in the United Kingdom and European markets through one-on-one workshop appointments and networking events.
Eligibility	Internationally ready tourism products (subject to Tourism Australia's selection criteria)
Website	www.tradeevents.australia.com

Activity	Australian Tourism Exchange (ATE) 2018
Activity type	Tourism Australia Trade Show
Target market	International wholesale and retail agents
Location	Adelaide
Investment	Approx \$5,000 plus travel
Timing	15 – 19 April 2018
Event Overview	The Australian Tourism Exchange (ATE) is Australia's premier tourism trade event. As the largest international travel trade show in the Southern Hemisphere, ATE provides a forum for Australian tourism business to showcase their product, network with international tourism buyers, and negotiate business deals. Around 700 key buyer delegates from over 30 countries attend this global event.
Eligibility	Applications now closed
Website	www.tradeevents.australia.com

****As at 29 June 2017 (event dates are subject to change)****