



ONE Good Thing AFTER ANOTHER

VISITCANBERRA INVITES YOU TO JOIN US AT

ATE 2019

Monday 8 April — Friday 12 April 2019
Perth Convention and Exhibition Centre



WHAT IS ATE?

Australia's leading International Travel and Tourism Trade Show.

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It brings together Australia's tourism industry in a forum to showcase their products directly to tourism wholesalers and retailers from around the world, through a combination of scheduled business appointments and networking events. It is also a unique opportunity for international travel buyers to experience Australia first-hand.

ATE 2019 will take place in Perth, from 8-12 April 2019.

WHO ATTENDS ATE?

Around 1,500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from over 30 countries, and over 80 international and Australian media attend this global event.

Australian tourism product sellers from all sectors of the tourism industry attend including:

- Accommodation providers
- Transport operators
- Airlines
- Tour operators
- Boat and cruising companies, and
- State & regional tourism organisations

Buyers include wholesale and travel trade agents operating in markets such as the United States of America, United Kingdom, New Zealand, Continental Europe, Japan, China, India, Singapore and Hong Kong as well as emerging markets such as Vietnam, Indonesia, Brazil and Argentina.

PREVIOUS ACT PARTICIPANTS

In 2018, the following industry partners took part in ATE.

- Abode Hotels
- Australian Institute of Sport
- Blue Skies Adventure Tours
- Canberra Guided Tours
- Canberra Rex Hotel
- Explore Canberra
- Ovolo Nishi
- National Gallery of Australia
- National Museum of Australia

WHY ATTEND ATE?

ATE provides an effective opportunity for industry partners to present their businesses and negotiate deals with more than 650 qualified international and domestic buyers from more than 30 countries globally.

The total number of international visitors to the ACT for the year ending March 2018 was 248,000. International visitors stayed 5.5 million visitor nights contributing \$607 million to the ACT economy. (IVS March 2018)

With VisitCanberra's commitment to increased international on-shore and off-shore activities, the opportunity for the ongoing development of key travel trade and aviation partnerships in international markets will present significant benefits for tourism businesses in the Territory.

Importantly, a good representation of Canberra operators at ATE 2019 will ensure that international agents get a cohesive understanding of the types of products and experiences available in Canberra. A good representation from the ACT at the event will also provide agents with multiple reasons to include Canberra on international travel itineraries and brochures.

VALUE FOR MONEY

- Cost-effective way to meet face-to-face with targeted key international wholesale and retail buyers all in one place
- Customised appointment schedules
- Networking opportunities on and off the trade show floor
- Exposure to leading international and domestic journalists, editors, broadcasters and digital influencers

VISITCANBERRA.COM.AU



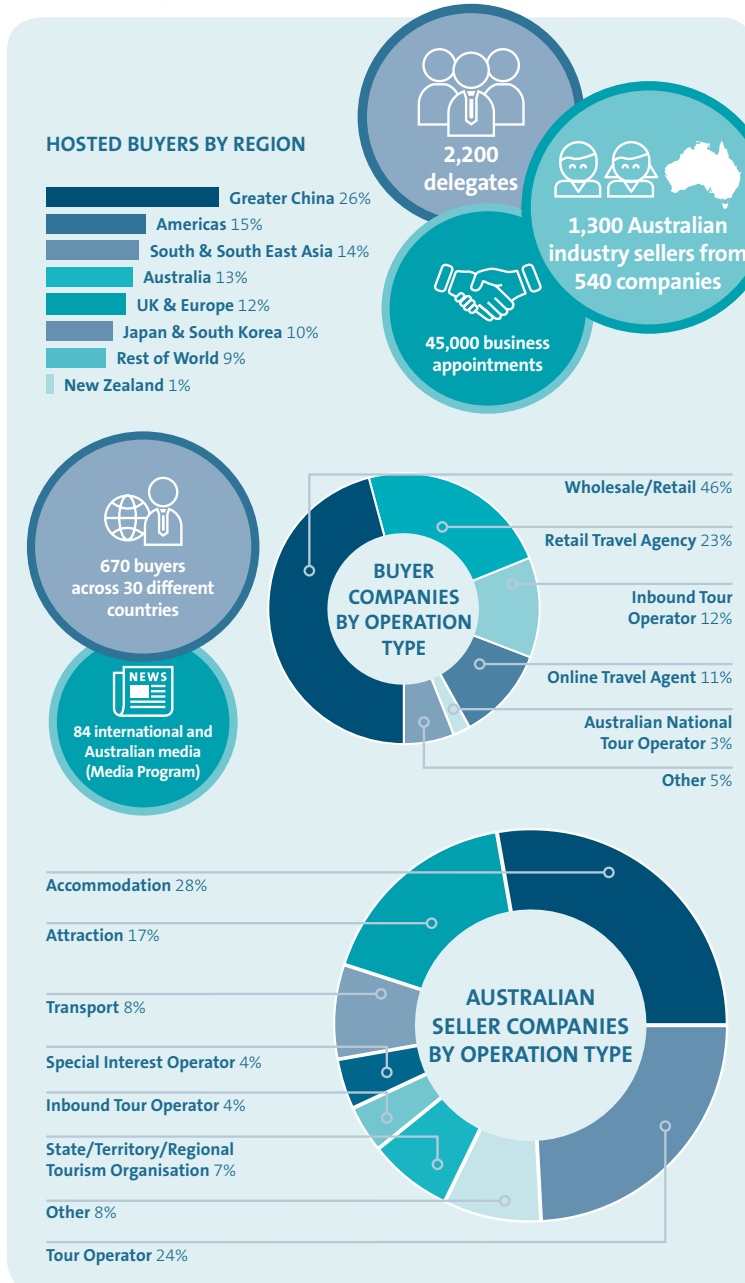
AUSTRALIAN TOURISM EXCHANGE

15 TO 19 APRIL 2018

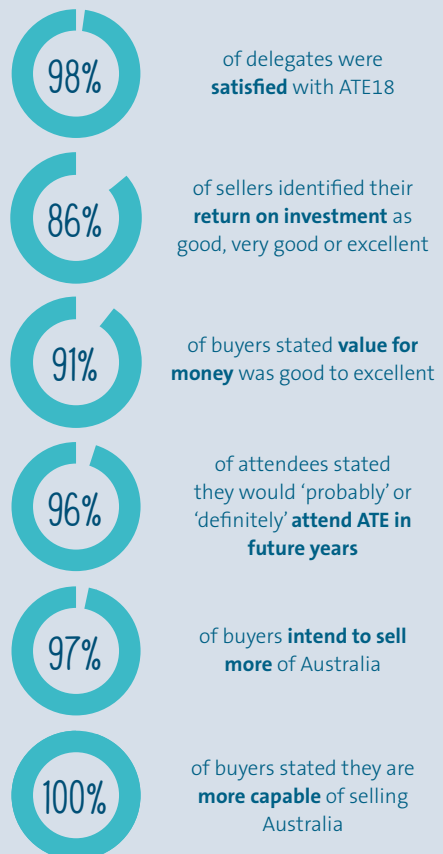


The Australian Tourism Exchange (ATE) was held in Adelaide, in partnership with the South Australian Tourism Commission. Over the four-day program, ATE provided the opportunity for attendees to do business and network with industry colleagues as well as experience vibrant Adelaide and its surrounds.

Over 45,000 appointments took place between 670 international and domestic buyers and Australian tourism seller delegates from 540 companies. Before and after the event, international buyers and media travelled to other destinations in Australia to experience Australia's tourism offering first-hand.

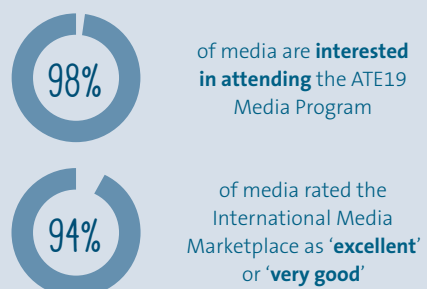


POST-EVENT SURVEY RESULTS



98% of buyers and 95% of sellers rated the **overall quality of appointments** as good, very good or excellent

ATE MEDIA PROGRAM



NEW SELLERS

New product may apply to exhibit on a 'new seller' package subject to the criteria and acceptance of Tourism Australia. To qualify as a first-time seller, the organisation must have either never attended, or not attended since 2013 under the current organisation name.

The first timer seller package includes:

- 25 per cent discount off total participation costs
- Welcome and pre-event briefing to assist with preparation
- Promotion of new sellers to ATE buyers via the Inside ATE newsletter

ATE APPOINTMENT SCHEDULES

Tourism Australia creates a customised appointment schedule based on mutual "preference" requests from buyers and sellers. Every seller and buyer has pre-selected appointment schedules so you will meet with who is most appropriate for your business.

There are 86 prescheduled appointment times, and 14 free appointments, each with a duration of 15 minutes.

ATE NETWORKING

Four days of appointments are complemented by networking opportunities and events that showcase Australia and give buyers and sellers further face-to-face meeting time in a relaxed social setting.

PARTICIPATION OPTIONS

Booths

ATE19 will have a standard exhibition build throughout the exhibition halls and there will not be any custom designed stands. Shared booths are available this year.



Standard booth:
3m wide x 3m deep x 2.5m high



Share booth:
3m wide x 3m deep x 2.5m high
Shared by two seller companies



Double booth:
6m wide x 3m deep x 2.5m high

Exhibitor booth inclusions	Sole booth package	Share booth package
Approx. 3m x 3m x 2.5m space for sole use	✓	✗
Approx. 3m x 3m x 2.5m space to share with another company	✗	✓
Individual company graphic panel including image, application name and booth number	✓	✗
Shared company graphic panel including images, application names and booth number	✗	✓
1 x table (approx. 800 mm x 720mm)	✓	✓
4 x chairs	✓	✗
3 x chairs	✗	✓
2 x 120 watt spotlights	✓	✗
1 x 120 watt spotlight	✗	✓
Waste paper bin	✓	✓
Floor carpeting	✓	✓
Power points	✗	✗
Access to Wi-Fi (reasonable usage)	✓	✓

BOOTH POSITION

ACT sellers are allocated to the ACT area.

National exhibitors will be allocated to areas throughout the trade show floor that are dedicated to national product.

VISITCANBERRA SUPPORT

VisitCanberra will provide the following support to industry partners wishing to participate as part of the ACT ATE 2019 delegation.

- Inclusion in the Canberra Experience Guide.
- VisitCanberra will pay for upgrades to the back graphic panel of participating industry partners' booths.
- VisitCanberra will provide partners with destination content in English and Mandarin for distribution through partner collateral.
- VisitCanberra will host a series of industry workshops/ meetings in the lead up to ATE 2019 which will aim to prepare industry partners to capitalise on opportunities available through ATE 2019.
- VisitCanberra will actively pitch a Canberra famil program to buyer delegates and will preference ATE partners in this program
- VisitCanberra will run a cafe to encourage visitation to our area throughout the show and provide networking opportunities.

PARTICIPATION COST

Seller participation packages	Standard fee (AUD incl GST)	New seller fee (AUD incl GST)
Standard appointment schedule in a sole booth <ul style="list-style-type: none"> 1 standard appointment schedule (maximum of 86 pre-scheduled appointments and 14 free appointments of 15 minute duration) 1 sole booth space (3m wide x 3m deep x 2.5m high) 1 primary delegate 	\$6,380	\$4,785
Half appointment schedule in a sole booth <ul style="list-style-type: none"> 1 half appointment schedule (maximum of 43 pre-scheduled appointments and 57 free appointments of 15 minute duration) 1 sole booth space (3m wide x 3m deep x 2.5m high) 1 primary delegate 	\$5,350	\$4,012.50
Standard appointment schedule in a share booth <ul style="list-style-type: none"> 1 standard appointment schedule (maximum of 86 pre-scheduled appointments and 14 free appointments of 15 minute duration) 1 sole booth space (3m wide x 3m deep x 2.5m high) shared with another seller company 1 primary delegate 	\$5,050	\$3,787.50
Half appointment schedule in a share booth <ul style="list-style-type: none"> 1 half appointment schedule (maximum of 43 pre-scheduled appointments and 57 free appointments of 15 minute duration) 1 sole booth space (3m wide x 3m deep x 2.5m high) shared with another seller company 1 primary delegate 	\$4,020	\$3,015
Trade show passes		
Additional delegate	\$1,210	\$907.50
^Day pass delegate	\$550	\$412.50
Function pass (subject to availability)		
**Welcome function pass - Tuesday 9 April	\$330	\$247.50
**Farewell function pass - Friday 12 April	\$110	\$82.50

All prices are in AUD and are inclusive of GST

** Fee for registered companies with employees wishing to attend this ATE function only

^ Tuesday day pass delegates wishing to attend the Welcome Function must also purchase a function pass.

^ Friday day pass delegates wishing to attend the Farewell Function must also purchase a function pass.

Further information can be found on [Tourism Australia's website](#).

NOTES

All partners are responsible for arranging their own travel to Perth, accommodation and personal expenses for the duration of the event.

FINANCIAL GRANTS

It is important to note that costs related to attendance at ATE may be recognised by Austrade for the purposes of Export Market Development Grants (EMDG).

WHAT IS EMDG?

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industries.

The EMDG scheme:

- encourages small- and medium-sized Australian businesses to develop export markets
- reimburses up to 50 per cent of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000
- provides up to eight grants to each eligible applicant.

See [EMDG at a glance](#) (PDF) for an overview of the scheme. Find more information on the EMDG scheme on the [Austrade website](#) here.

HOW TO APPLY FOR ATE 2019?

VisitCanberra has limited spaces available for industry partners wishing to participate in ATE 2019. Should you be interested in attending, please contact Nicole Turnbull, Partnerships Events Officer at VisitCanberra.

Each ACT operator must register individually online through the Tourism Australia website. Tourism Australia will assess your application based on the ATE 2019 [seller selection criteria](#).

Note: Being accepted by VisitCanberra as part of the ACT delegation does not mean an automatic acceptance by Tourism Australia (TA).

For more information on ATE 2019, please visit tourism.australia.com and look up the events calendar. Or contact:

Nicole Turnbull
Partnerships Events Officer
VisitCanberra

T 02 6205 0562

E nicole.turnbull@act.gov.au

APPLICATION PROCESS

- All applications are processed through Tourism Australia's dedicated [events website](#).
- Please allow approximately **20 minutes** to complete the initial Primary Delegate Application form – you will need your organisation's public liability details, company biography and profile and delegate contact details.
- After you have completed the Primary Delegate Application form, you can then add additional primary, additional, day pass delegate products and function passes.
- When you start a new registration you be directed to Tourism Australia's secure login site where you will be required to "sign up now" using your email address, verify your email and create a new password.
- Once you start an application you must complete and "submit" the Primary Delegate Application Form **within 3 hours** or your information will be lost and you will need to begin the process again.
- All completed applications are assessed against the [seller selection criteria](#). These criteria, along with the [Conditions of Participation](#) govern participation at the event.
- Applicants will be advised on the status of their application via email on Thursday, 25 October 2018.
- Successful applicants will be required to accept the offer of attendance by Thursday 8 November 2018.

KEY DUE DATES

Applications close	Friday 14 September 2018
Acceptances open	Thursday 25 October 2018
Immediate payment due on acceptance	Thursday 25 October 2018
Acceptances close	Thursday 8 November 2018
Front graphic panel images due	Friday 14 December 2018
Back graphic panel images due	Friday 14 December 2018
Notification of booth allocation	Monday 14 January 2019
Preferences open	Monday 28 January 2019
Preferences close	Friday 22 February 2019
Exhibitor furniture upgrade forms due	Tuesday 5 March 2019
Exhibitor forms due	Friday 8 March 2019
Appointment schedule available and Online Messaging opens	Monday 11 March 2019
Additional delegate passes deadline [subject to availability]	Monday 11 March 2019
Cancellation	
50% cancellation fee	Friday 30 November 2018 to Thursday 10 January 2019
100% cancellation fee	From Friday 11 January 2019 onwards

Dates are subject to change

PROGRAM

MONDAY 8 APRIL 2019	
1200 - 1730	Buyer and Seller Registration
	<i>Free Evening</i>
TUESDAY 9 APRIL 2019	
0830 - 1015	Appointments
1018 - 1033	Morning Tea
1036 - 1257	Appointments
1224 - 1321	Lunch A
1300 - 1357	Lunch B
1324 - 1527	Appointments
1530 - 1545	Afternoon Tea
1548 - 1733	Appointments
1800 - 2100	ATE Welcome Function
WEDNESDAY 10 APRIL 2019	
0830 - 1015	Appointments
1018 - 1033	Morning Tea
1036 - 1257	Appointments
1224 - 1321	Lunch A
1300 - 1357	Lunch B
1324 - 1527	Appointments
1530 - 1545	Afternoon Tea
1548 - 1733	Appointments
1815 - 2100	WA Showcase: Invited buyers and Western Australian Sellers Function
THURSDAY 11 APRIL 2019	
0830 - 1015	Appointments
1018 - 1033	Morning Tea
1036 - 1257	Appointments
1224 - 1321	Lunch A
1300 - 1357	Lunch B
1324 - 1527	Appointments
1530 - 1545	Afternoon Tea
1548 - 1715	Appointments
1715 - 1830	Happy Hour
	<i>Free Evening</i>
FRIDAY 12 APRIL 2019	
0830 - 1015	Appointments
1018 - 1033	Morning Tea
1036 - 1257	Appointments
1224 - 1321	Lunch A
1300 - 1357	Lunch B
1324 - 1527	Appointments
1530 - 1545	Afternoon Tea
1548 - 1715	Appointments
1730 - 2000	ATE Farewell

Program is subject to change.