

**AUSTRALIAN TOURISM EXCHANGE**

*Statement by Minister for Tourism*

**MR P. PAPALIA (Warnbro — Minister for Tourism)** [12.13 pm]: I wish to inform the house that the Australian Tourism Exchange, Australia's largest annual travel and tourism business-to-business event, will be held at the Perth Convention and Exhibition Centre from 8 to 12 April 2019. Owned and managed by Tourism Australia, ATE, as it is known, brings together Australian tourism operators and tourism wholesalers and retailers from around the world through a series of business appointments and networking events. Australian tourism businesses, or sellers, such as accommodation properties, airlines, tour companies and transport providers, meet with international wholesalers and retailers, or buyers, to showcase their products and services, strengthen existing business relationships and negotiate new business deals. ATE also provides international travel buyers and media with the chance to experience firsthand the host destination's tourism offerings through pre and post-event familiarisation visits to key locations and attractions. Over 90 familiarisation visits have been organised to all parts of Western Australia for this year's ATE. Around 1 400 delegates from approximately 550 Australian tourism businesses and travel organisations will be attending, together with approximately 600 buyers and 70 media representatives from more than 30 countries around the world. Tourism Australia estimates that the economic impact of hosting ATE is around \$9 million for the duration of the event. Tourism Australia further estimates, based on ATE application data, that ATE buyers collectively deliver between 2.7 million and four million passengers with an estimated pre-arrival spend of between \$6 billion and \$9 billion.

Perth last hosted ATE in 2012 when the state was experiencing a mining boom. At that time there was a shortage of available accommodation, and hotels and restaurants were charging premium prices. Perth is a much different city today and this is our opportunity to reset perceptions and impressions, and raise Perth and Western Australia's profile as a world-class tourism destination. I wish all Western Australian tourism operators attending ATE a successful week in promoting their product to international buyers, and I want to sincerely thank the sponsor hotels and other partners who are participating in the familiarisations program. I am also grateful to the staff at Tourism Western Australia, who have put in place some outstanding plans to maximise this opportunity and who will be working very hard to showcase our city and state. We want international delegates to have no doubt that Western Australia is a must-see destination for their clients. The McGowan government is very proud to host ATE and to introduce international buyers and media to Western Australia's extraordinary destinations, tourism product and experiences.