

Australia's Green Cauldron

A NATIONAL LANDSCAPE

**Industry Stakeholder
Meeting 17 Sep 2015**





Tourism Symposium 18 Sept 2015



Connecting with International Visitor Markets



What Is It Good For?



Builds Social Cohesion:
Visiting Friends and
Relatives



Fosters cultural
tolerance and
understanding



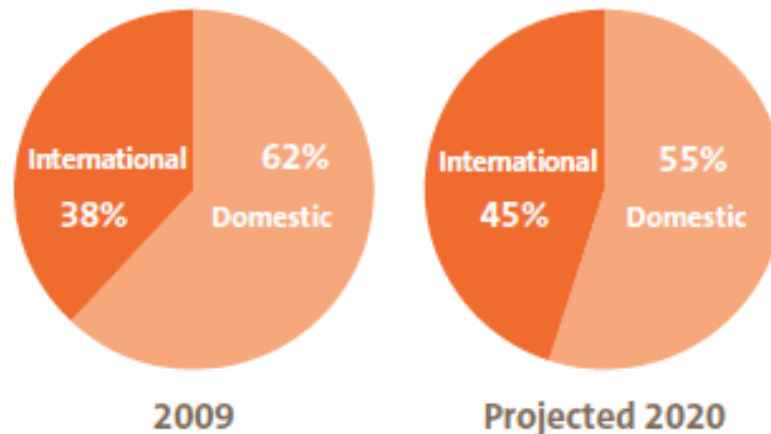
Contributes to regional
visitor economies
visitors=jobs=business
confidence=community
vitality



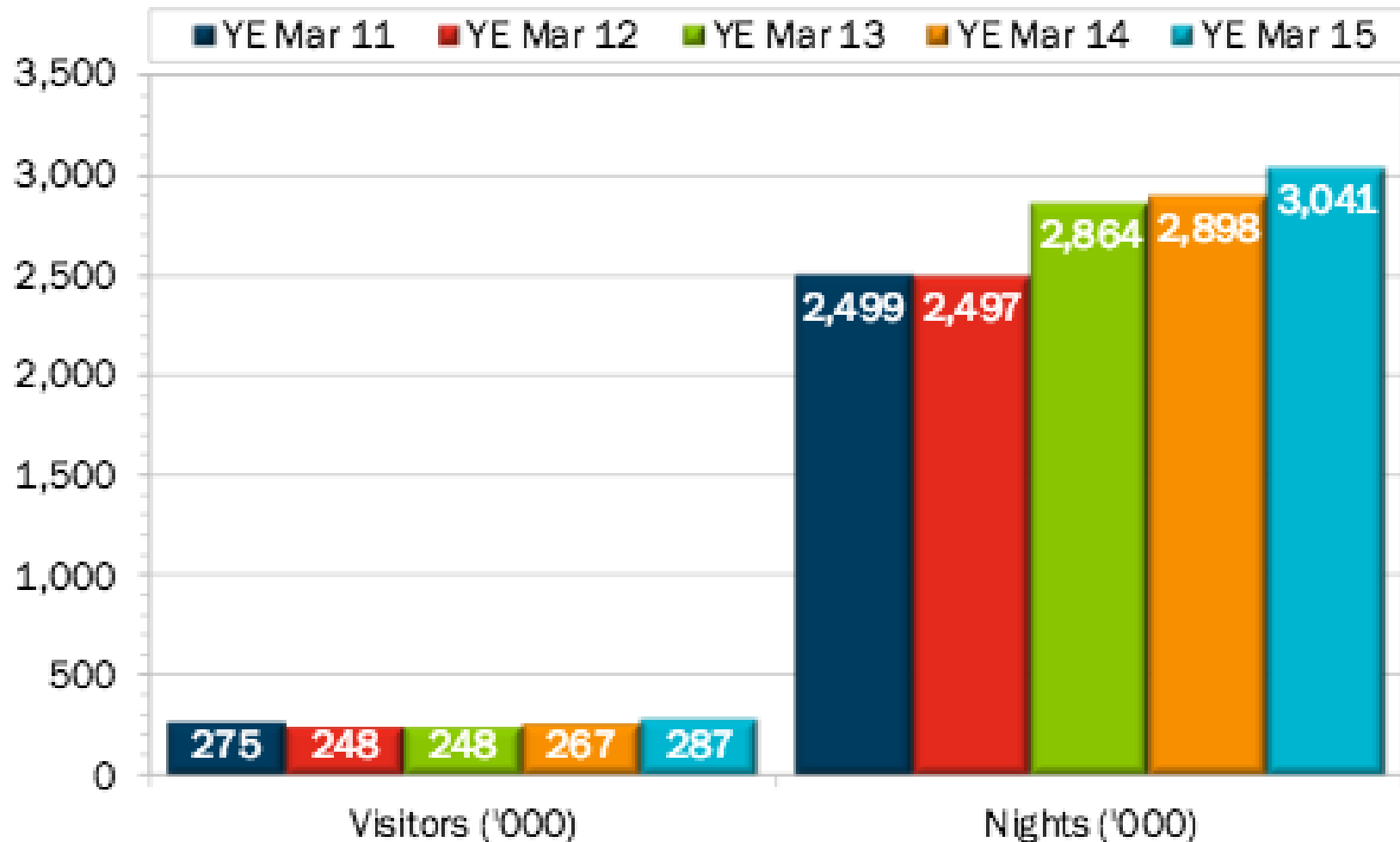
Expenditure Forecasts

- The Tourism Forecasting Committee (March 2012) forecasts that international overnight visitor expenditure will almost equal domestic overnight visitor expenditure by 2020

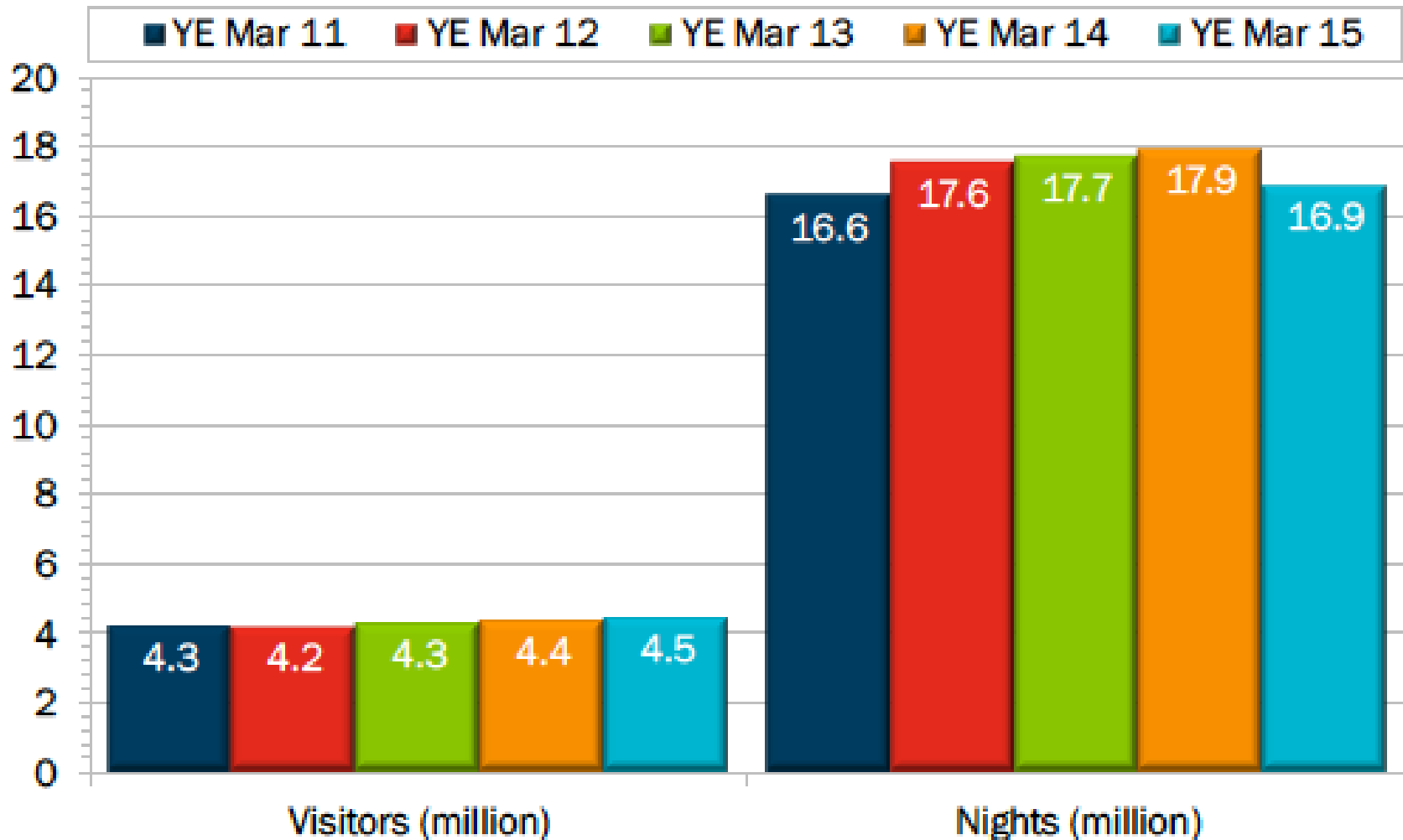
DOMESTIC VERSUS INTERNATIONAL
\$EXPENDITURE



International Visitors to The North Coast (YE Mar 15)



Domestic Visitors to The North Coast (YE Mar 15)

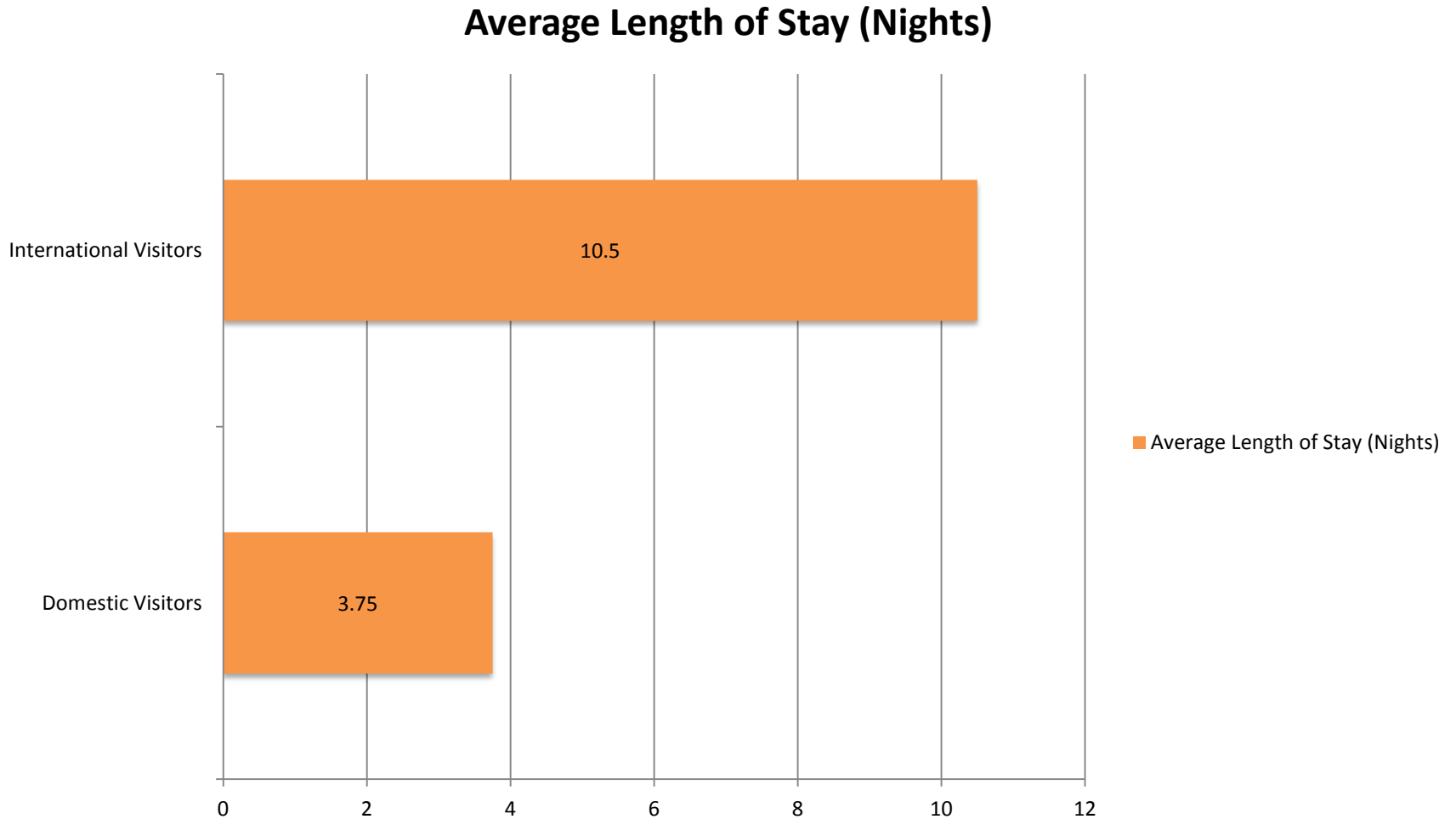


International Visitors to The North Coast (YE Sep 14)*

Share of international visitors to North Coast NSW region

Rank	Individual market	YE Mar 14	YE Mar 15	Origin region	YE Mar 14	YE Mar 15
1	United Kingdom	23.6%	22.0%	Europe	60.9%	61.6%
2	Germany	11.2%	12.1%	North America	14.2%	14.4%
3	New Zealand	11.0%	9.8%	Asia	9.1%	9.0%
4	USA	8.4%	7.9%	New Zealand & Oceania	11.9%	10.5%
5	Canada	5.8%	6.5%	Other Countries	3.9%	4.6%

Domestic Vs International Length of Stay North Coast (YE Mar 15)



Australian Tourism Exchange 2016



AUSTRALIAN
**TOURISM
EXCHANGE**

Gold Coast 2016



What's It About?

Travel distributors, tourism operators and destination marketing organisations coming together to discuss buying and selling Australian travel and tourism products and services

- Business and Industry Networking
- Developing new business from international markets



Who Attends?



Business to Business Meetings



Customised Appointments



Networking Events



**Tourism is
THE
marquee
industry for
a week in
the host city**

[Video Link 1](#)

[Video Link 2](#)



What's In It For You?

- Cost-effective way to meet face-to-face with approximately 600 'buyers' (international and Australian wholesale, online and retail travel distributors)
- Customised, targeted 15 minute appointment schedules
- Networking opportunities on and off the trade show floor
- Exposure to leading international and domestic journalists, editors, broadcasters and digital influencers





**How Can You
Be Involved?**

Attend as a Seller Delegate

Is my tourism product appropriate for ATE?

- Do you have a website?
- Do you have commissionable rates in place?
- Do you have established relationships with Inbound Tour Operators or international wholesalers?
- Is your product open or if not, do you have a published launch date?



What's The Cost to be a Seller?

Participation Packages	Cost for New Sellers
Standard Appointment Schedule Participation Package <ul style="list-style-type: none">- 1 standard appointment schedule (up to 86 prescheduled appointments)- 1 sole booth (2m wide x 2.5m deep x 2.5m high)- 1 primary delegate	\$3,862
Half Appointment Schedule Participation Package <ul style="list-style-type: none">- 1 half appointment schedule (up to 43 prescheduled appointments)- 1 sole booth (2m wide x 2.5m deep x 2.5m high)- 1 primary delegate	\$3,045
Delegate passes	Cost for New Sellers
Additional delegate pass	\$754
Day Pass delegate pass	\$296



Attend as a Day Delegate

- Day Pass delegates can attend the trade show for the day or days they are registered. Day passes do not include entry to the evening functions and do not include scheduled appointments, but do provide great insight into the event and networking opportunities on the trade show floor

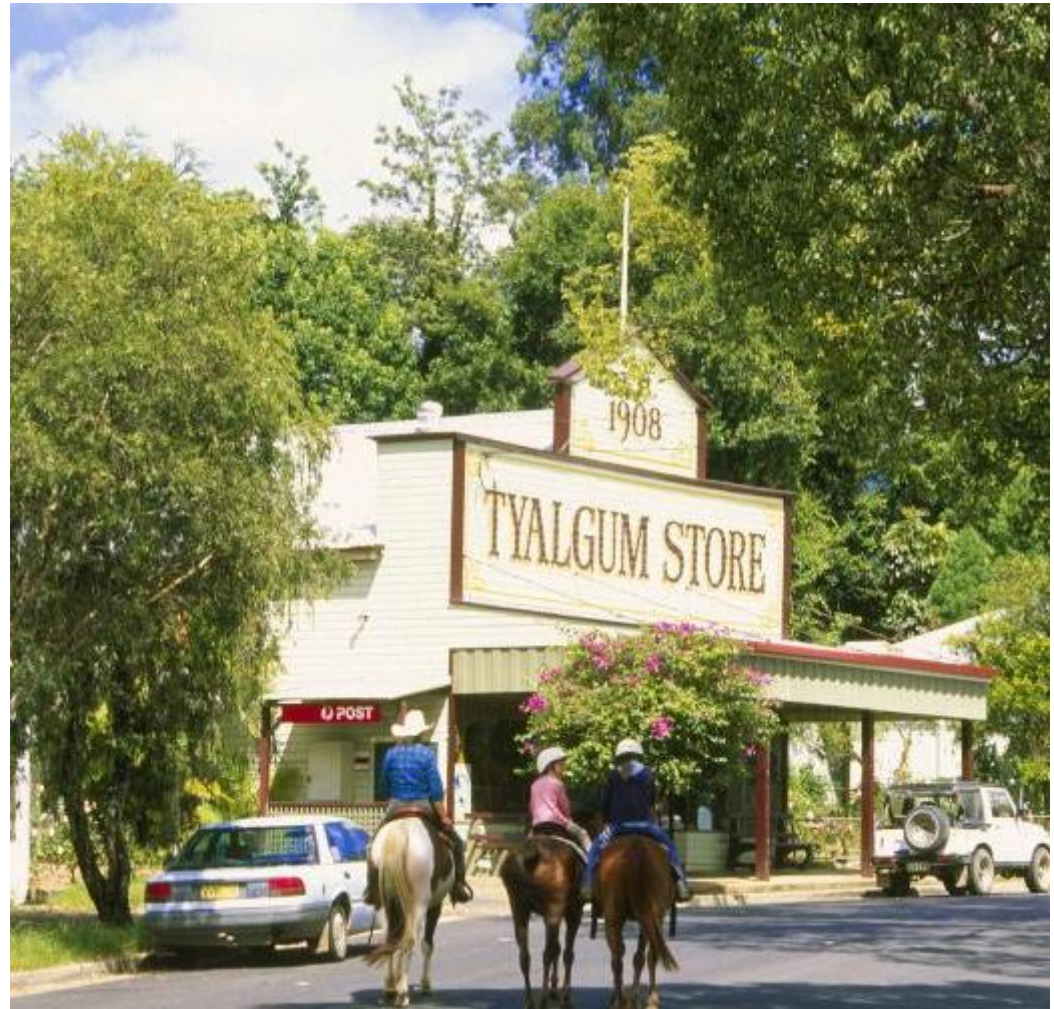


Participate in familiarisations



Familiarisation Programs

- Famils can occur pre ATE and/or post ATE
- Bookable/export ready products need to cover the cost of accommodation, meals, touring experiences and local escorting
- Small groups of 5 – 7 people
- Famils coordinated and/or escorted by a Regional Tourism Organisations



Australia's Green Cauldron

Australia's Green Cauldron
Steering Committee
supporting a 2N3D
itinerary to build
awareness of export
ready businesses in the
National Landscape on
the doorstep of the host
city for ATE2016



Become an Industry Partner of Australia's Classic Road Trip

- Administered and promoted by North Coast Destination Network in partnership with Local and Regional Tourism Organisations, Destination NSW, Tourism Australia and over 400 industry partners



Promoting North Coast NSW to global markets

- Trade Events and Missions
- Familiarisations
- Official Product Planner
- Cooperative Campaigns
- Trade and Consumer Communications
- Social Media
- Industry Workshops
- Partnerships from \$55



Interested?

- Applications for Seller Delegates (and Day Delegates) open Thurs 24 Sep and close Thurs 29 Oct 2015. Visit tradeevents.australia.com or contact Shireen da Costa sdacosta@tourism.australia.com
- Familiarisations Program (Destination NSW) [EOI form](#) or ate.2016@dnsw.com.au
- Contact Russell Mills rfm@ncdn.com.au to become an Industry Partner of The Legendary Pacific Coast
- Contact your Local Tourism Organisation regarding express interest in the Australia's Green Cauldron family itinerary

Byron and Beyond Industry Event

- Saturday 14th May 2016
- Contact: Renae Weller, Destination Byron
renae@destinationbyron.com.au
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