



ATEC

Australian Tourism Export Council

DISCOVER THE ADVANTAGES

UNDERSTANDING ATEC'S ROLE AND HOW IT
BENEFITS YOUR TOURISM BUSINESS





About ATEC

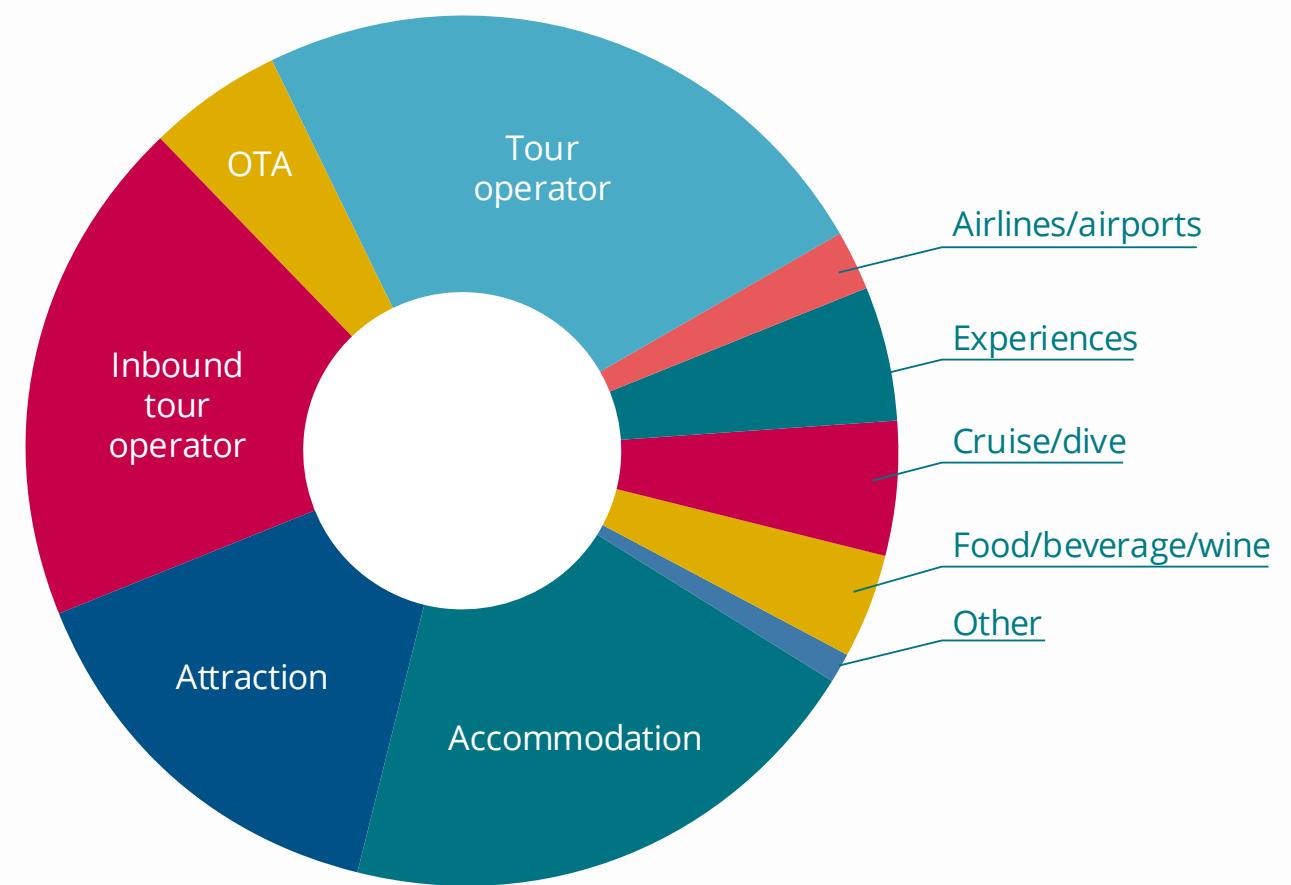
Who we are

ATEC has a 50+ year history as a respected industry association that supports the business-to-business relationships and development of Australia's export tourism industry. Our members represent the full expanse of the inbound tourism supply chain including product suppliers/sellers (attractions, hotels, transport operators, wineries, activity-based products, and so on) and buyers including inbound tour operators (ITOs) and online travel agents (OTAs) who distribute Australian tourism product internationally either via international trade partners or directly as well as providing a support service for international visitors while travelling in Australia.





INDUSTRY SECTORS OF ATEC MEMBERS



OUR MEMBERSHIP STRENGTH IN REPRESENTATION



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ATEC delivers a platform to connect suppliers with buyers: a platform that is hard for me to imagine an alternative that could provide the same member benefits. We should never underestimate having a voice into government to advocate for the industry and to influence government decision making.

Craig ‘Hassie’ Haslam, Untamed Escapes



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OUR STRATEGIC PILLARS



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ATEC is without doubt the leading organisation in Australian tourism when it comes to connecting and representing trade. Delivering highly effective networking events, commercial connections and learning opportunities for inbound tour operators and industry suppliers, while continually providing a well respected voice to government on behalf of the tourism export sector.

Jacqui Walshe, The Walshe Group & Southern Travelnet



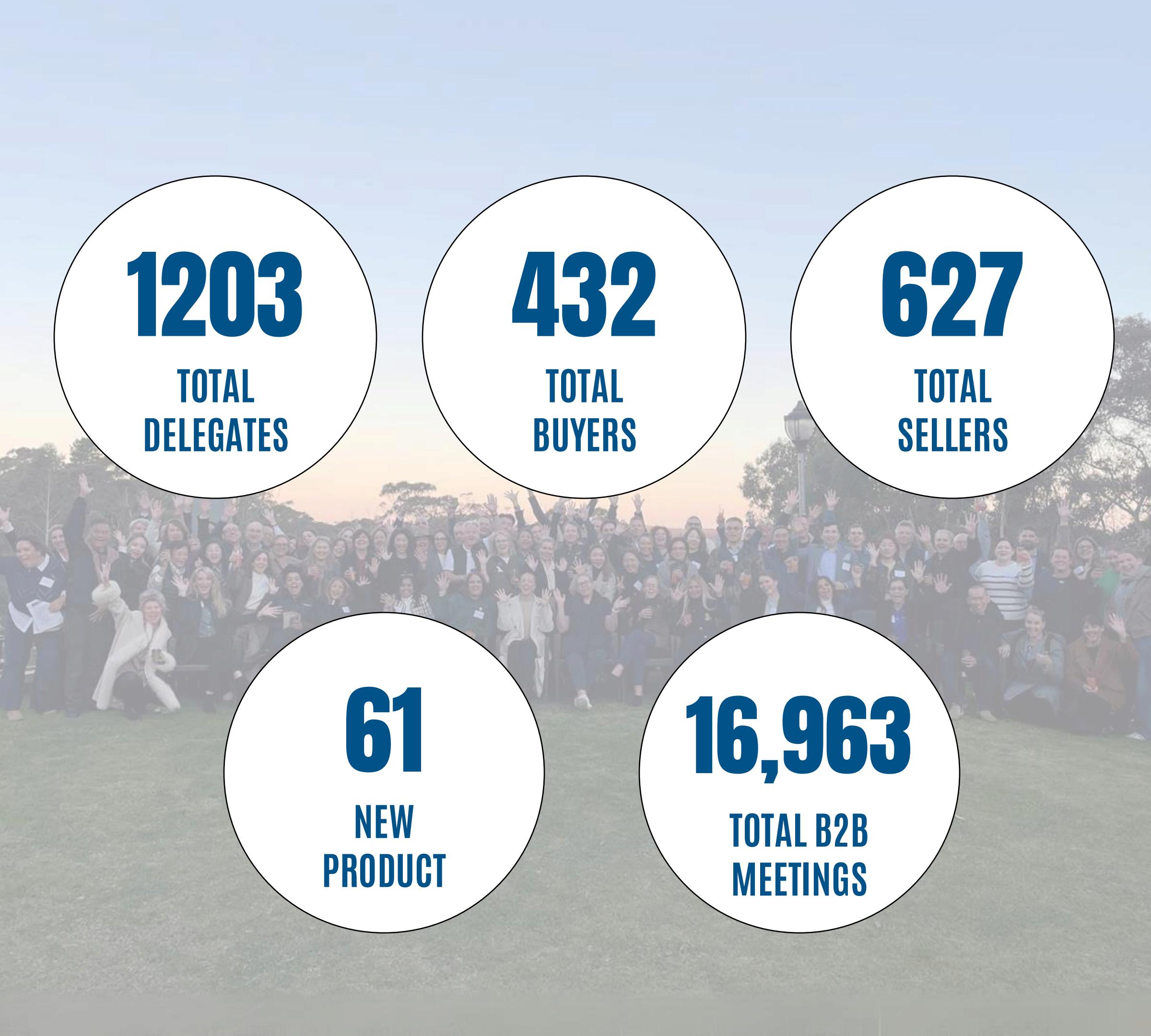


In 2024–25, ATEC's communications and policy work strengthened its national voice, influenced major government processes, and secured key outcomes through evidence-based advocacy.

Key Wins:

- ADS Reinstated in the 2024 Budget, reflecting strong advocacy tied to China market recovery.
- Tour Guides Added to the Core Skills Occupation List through targeted policy input.
- THRIVE 2030 Input elevated ATEC's position as a trusted stakeholder in long-term tourism strategy.
- WHM & Aviation Advocacy influenced White Paper outcomes and supported the Rex Airlines funding decision.
- Pre-Budget Submission delivered with strong data, including insights from the ATEC Pulse Survey and trade engagement.
- Policy Platform Launched, underpinned by ongoing consultation and robust member engagement.
- Dedicated Visa issues channel with Home Affairs for ATEC member ITOs

2024 EVENTS B2B ENGAGEMENT



1203
TOTAL
DELEGATES

432
TOTAL
BUYERS

627
TOTAL
SELLERS

61
NEW
PRODUCT

16,963
TOTAL B2B
MEETINGS

2025 Trade Engagement Calendar



June



EXPLORE NORTH QUEENSLAND

17-18 June

North Queensland
Trade Event
*Whitsundays/
Gia Ngaro*

- Networking
- B2B Meetings
- Hosted Buyer Famils

The Whitsundays

THE HEART OF THE GREAT BARRIER REEF

August



EXPLORE SOUTH AUSTRALIA

5-6 August

South Australian
Trade Event
*Barossa/
Ngadjuri Country*

- Networking
- B2B Meetings
- Hosted Buyer Famils

SOUTH AUSTRALIA 

August



EXPLORE NSW & ACT

18-19 August

NSW & ACT
Trade Event
Southern Highlands

- Networking
- B2B Meetings
- Hosted Buyer Famils

Destination NSW
VISIT CANBERRA

September



EXPLORE TASMANIA

2-3 September

Tasmanian
Trade Event
Tasmania

- Networking
- B2B Meetings
- Hosted Buyer Famils

TASMANIA
COME DOWN FOR AIR

October



MEETING PLACE 2025

27-29 October

Regos now closed

Regos open: May 2025

Regos open: June 2025

Regos open: June 2025

Regos open: June 2025

Buyer full delegate pricing (guide only)

- Explore & Showcase events \$250 - \$399 (ex. flights & gst)
- Meeting Place - from \$1299 + gst (all inclusive)

© Australian Tourism Export Council 2025

Updated March 2025. Subject to change

Visit www.atec.net.au/events/whats-on/ or contact events@atec.net.au

Seller full delegate pricing (guide only)

- Explore & Showcase events \$850 - \$999 (ex. gst & travel)
- Meeting Place - from \$1799+gst (ex. travel)

2026 Trade Engagement Calendar



February



**EXPLORE
VICTORIA**

Late February

**Victorian
Trade Event**

Victoria

- Networking
- B2B Meetings
- Hosted Buyer Famils

Regos open: Late 2025

March



**QUEENSLAND
SHOWCASE**

Mid March

**Queensland
Trade Event**

Sydney/Eora

- Networking
- B2B Meetings
- New Product Workshop

Regos open: Late 2025

April



**EXPLORE
NORTHERN
TERRITORY**

Late March

**Northern Territory
Trade Event**

Northern Territory

- Networking
- B2B Meetings
- Hosted Buyer Famils

Regos open: Late 2025

June



**EXPLORE NORTH
QUEENSLAND**

Mid June

**North Queensland
Trade Event**

*North
Queensland*

- Networking
- B2B Meetings
- Hosted Buyer Famils

Regos open: Early 2026

Buyer full delegate pricing (guide only)

- Explore & Showcase events \$250 - \$399 (ex. flights & gst)
- Meeting Place - from \$1299 + gst (all inclusive)

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- Meeting Place - from \$1799+gst (ex. travel)



MEETING PLACE 2024



A typical Meeting Place



“ The only place where Australia's inbound industry gets together to do business and to learn and evolve together. ”

Meeting Place is ATEC's annual flagship event. It is the most prominent travel and tourism, commercial business-to-business event after Tourism Australia's Australian Tourism Exchange.

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Across 3 days



500+ delegates



Numerous networking events



6000+
B2B meetings



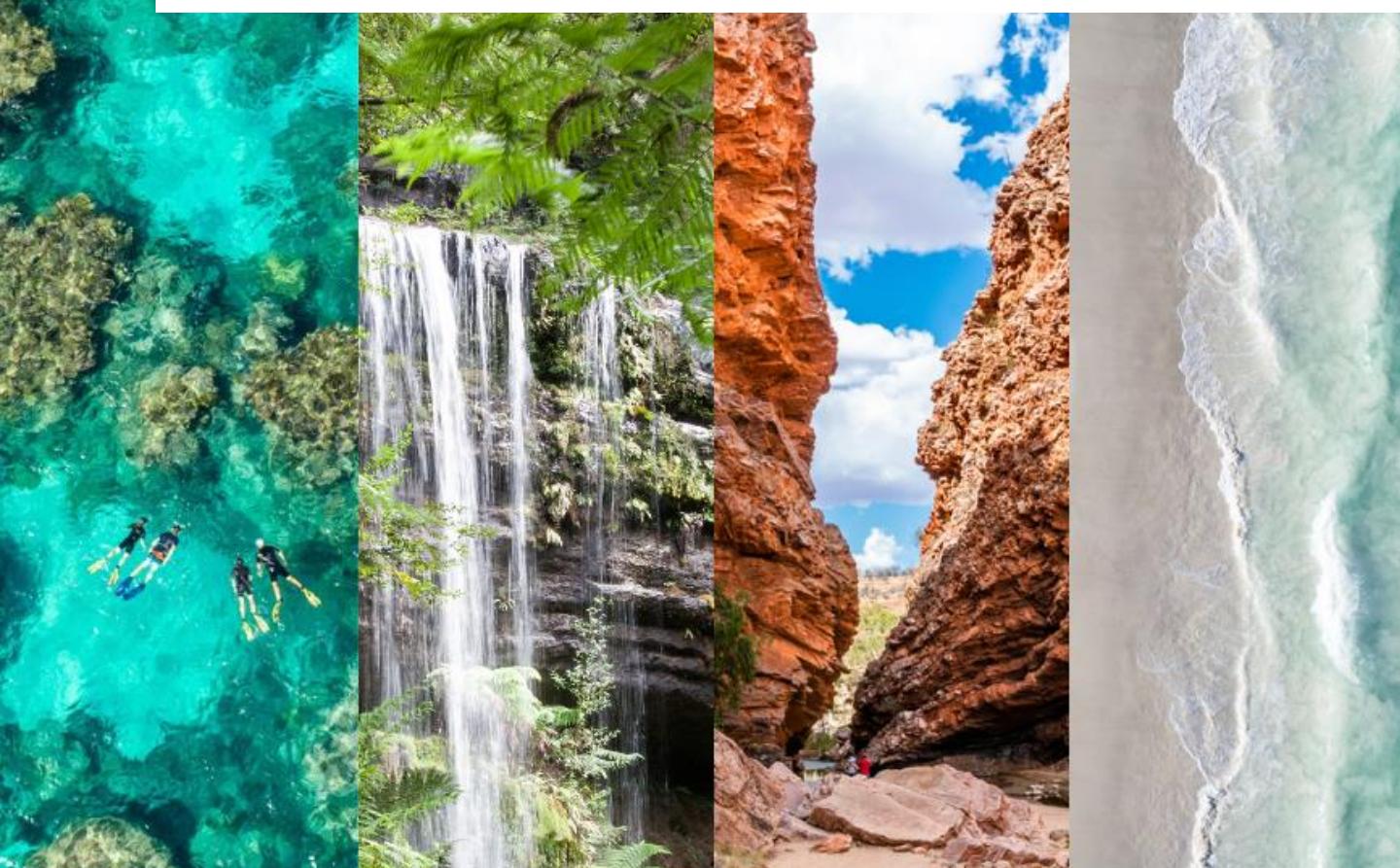
Engaging conference & breakout program



In-destination family & product showcase programs

ID&C Training Programs

15 TRAINING ASSETS



TOURISM
TRADE READY 



**WELCOME
WITH PRIDE**



PATHWAY TO TRADE READINESS



MENTORING PROGRAM

ATEC offers bespoke mentoring to support training and development. Learners have access to both one on one or small learning circles. ATEC has a number of qualified trainers that can activate mentoring.

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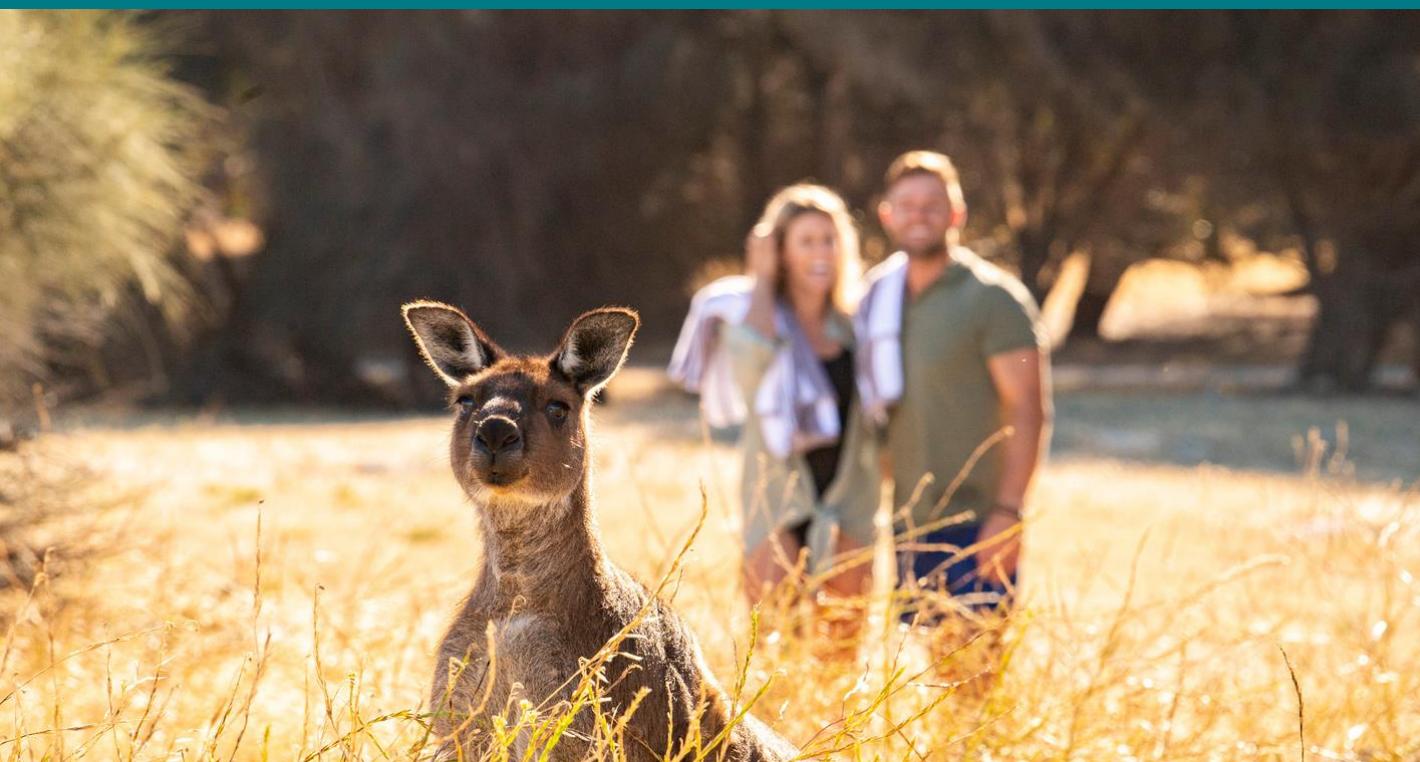
From ATEC's exceptional training programs such as 'Tourism Trade Ready', to its B2B events that put you in front of the essential buyers across all inbound markets, our membership has never been more vital as our business navigates its way through the changing landscape of our tourism industry's recovery.

Ben Woodward, CaPTA Group

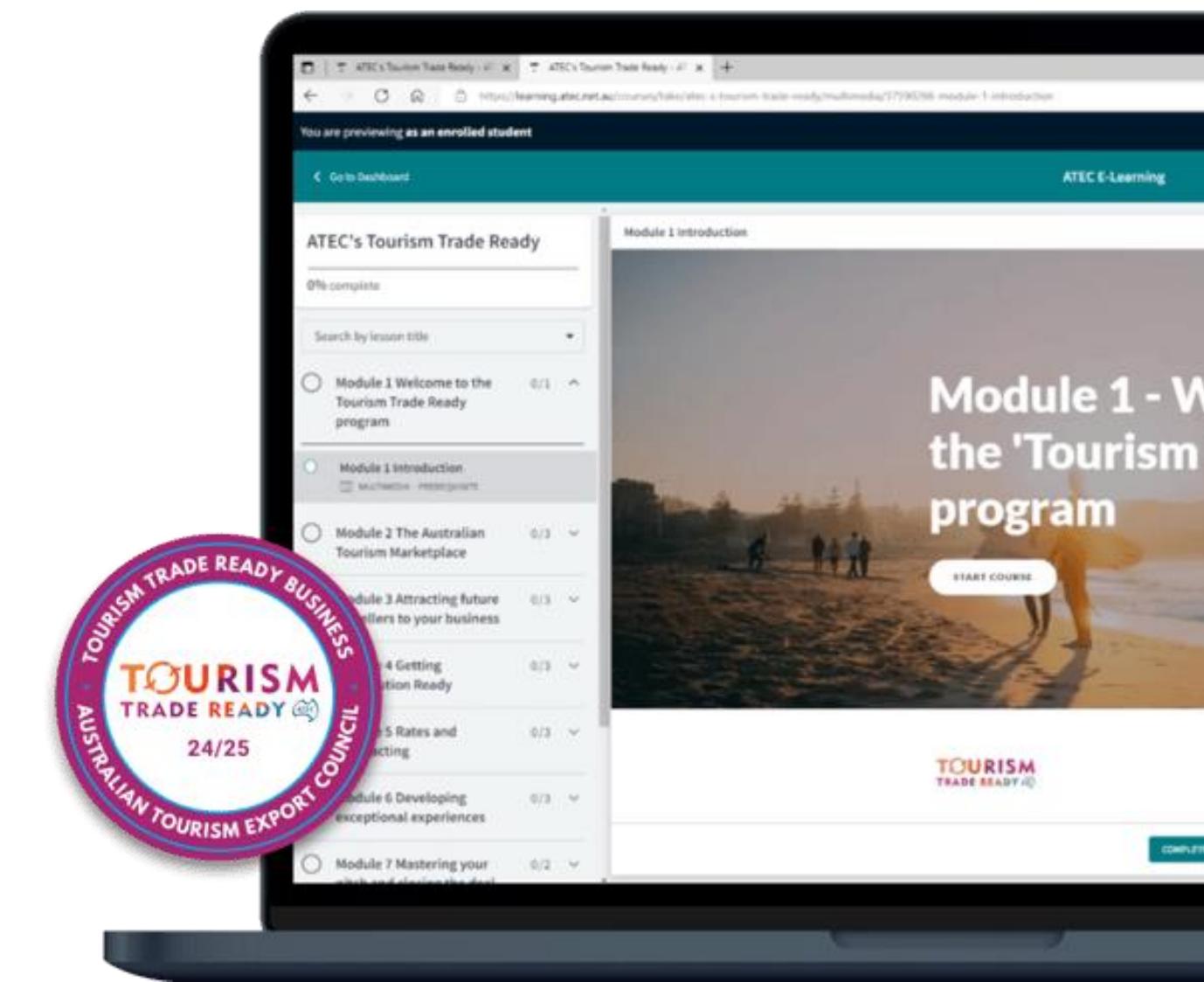


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ATEC's Digital Badging



All ATEC eLearning courses offer instant recognition to graduates with digital badging. Digital badges are verifiable, providing evidence of graduates learning that can be shared on social media platforms, such as Facebook and LinkedIn.





Supporting the next wave of emerging leadership



The Young ATEC (YATEC) network provides a networking platform for our future industry leaders, and your young employees can form an integral part of your local YATEC committee and community.



ATEC's ELITE program is a formal Emerging Leaders development program designed by ATEC to provide specific development opportunities for our young leaders. ELITE is a three month leadership program that runs from July to October, culminating in a Meeting Place 2025 project presentation and celebratory graduation. Emerging Leaders/Mentors EOI now open!



LEADERSHIP GROUP





GET IN TOUCH!

Aaron Matis

**Regional Manager
(NSW, ACT & STH QLD)**

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