



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.



**Connect buyers and
sellers and deliver
commercial opportunity**



**Support, train and
mentor for export
excellence**



**Advocate for policy
decisions that supports
growth**

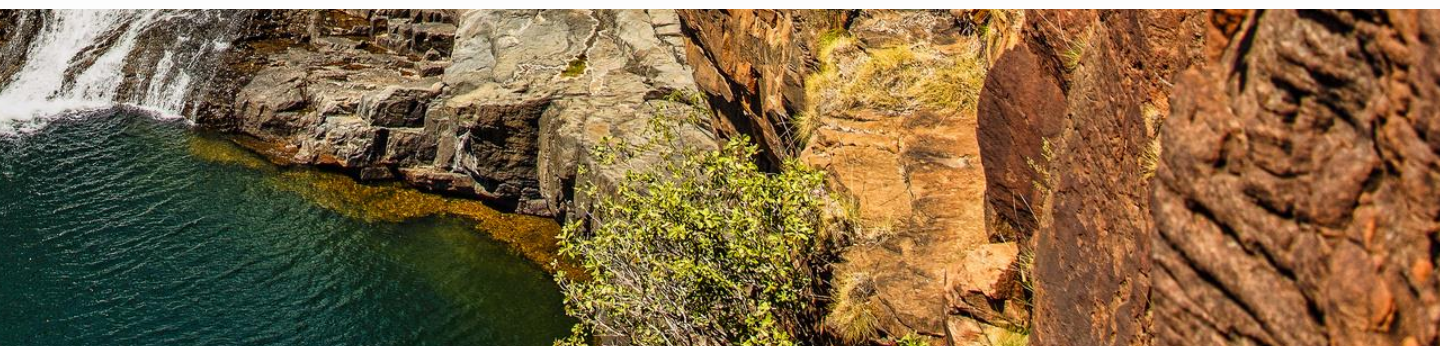
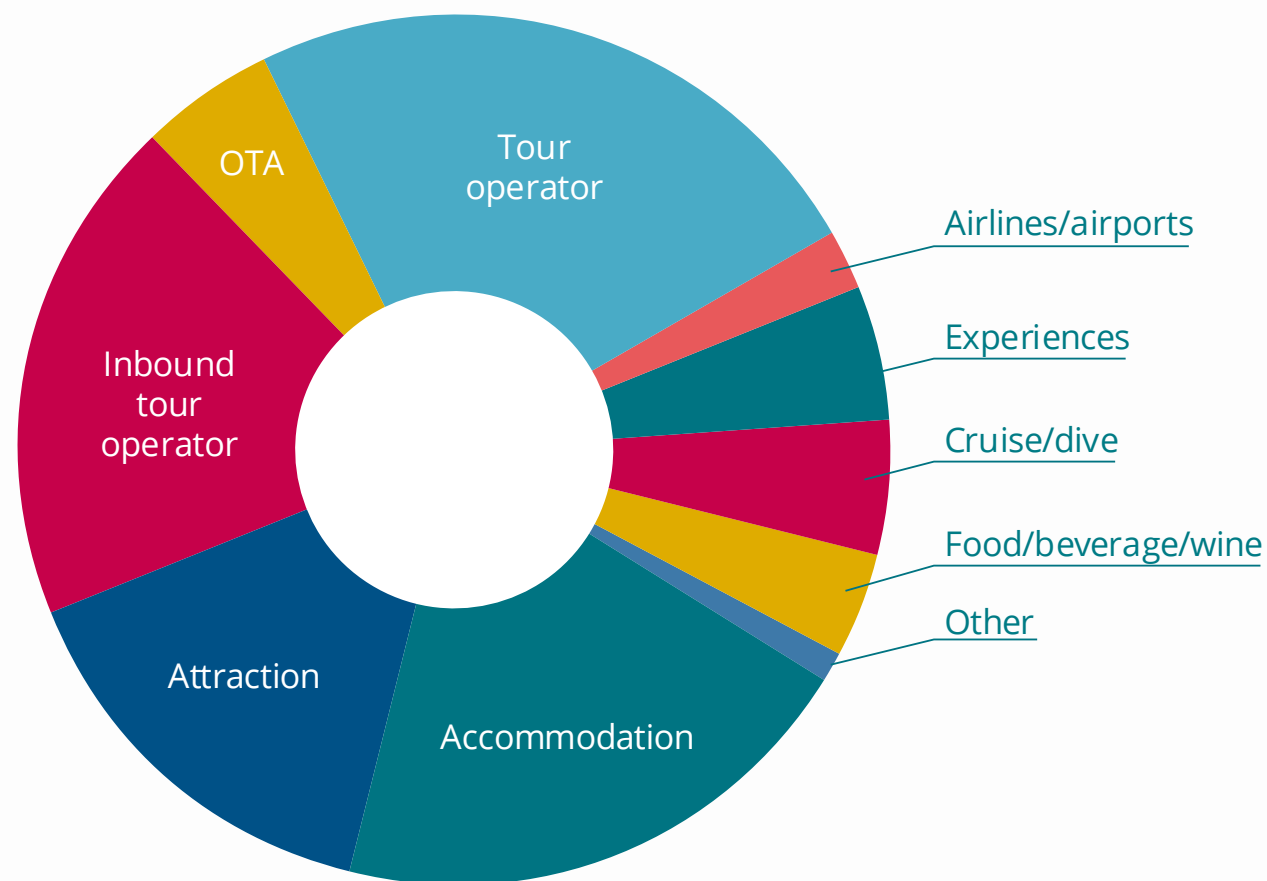


**Promote inbound
tourism's contribution to
the broader Australian
community**





INDUSTRY SECTORS OF ATEC MEMBERS



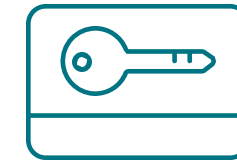
OUR MEMBERSHIP STRENGTH IN REPRESENTATION



car hire



accommodation



cruise & dive
marketing reps

airlines

online travel agents

tour operators

attractions & experiences

food & wine

transport operators

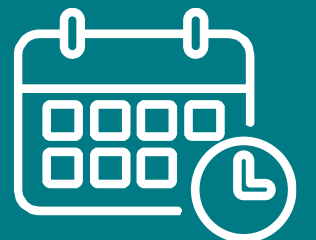
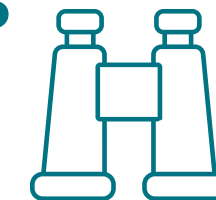
professional service providers

airports

destination management companies

inbound tour operators

venues



Average
length of
membership

**12
YEARS**

“

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



”

OUR STRATEGIC PILLARS



LEADERSHIP



**COMMERCIAL
ADVANTAGE**



KNOWLEDGE HUB



**ORGANISATIONAL
STRENGTH**



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





Communications & Policy Overview

Overview - 2024 to EARLY 2025

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**





June



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

Regos now closed

August



5-6 August

South Australian Trade Event

*Barossa/
Ngadjuri Country*

- Networking
- B2B Meetings
- Hosted Buyer Famils

SOUTH AUSTRALIA

BAROSSA AUSTRALIA

Regos open: May 2025

August



18-19 August

NSW & ACT Trade Event

Southern Highlands

- Networking
- B2B Meetings
- Hosted Buyer Famils

Destination NSW
VISIT CANBERRA

Regos open: June 2025

September



2-3 September

Tasmanian Trade Event

Tasmania

- Networking
- B2B Meetings
- Hosted Buyer Famils

TASMANIA
COME DOWN FOR AIR

Regos open: June 2025

October



27-29 October

Meeting Place

*Perth/Boorloo,
Western Australia*

- Multiple Networking
- B2B Meetings
- Conference
- Hosted Buyer Famils
- Leadership presentations
- Awards & Gala

WESTERN AUSTRALIA
WALKING ON A DREAM

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)

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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)



February



Late February

Victorian Trade Event

Victoria

- Networking
- B2B Meetings
- Hosted Buyer Famils

Regos open: Late 2025

March



Mid March

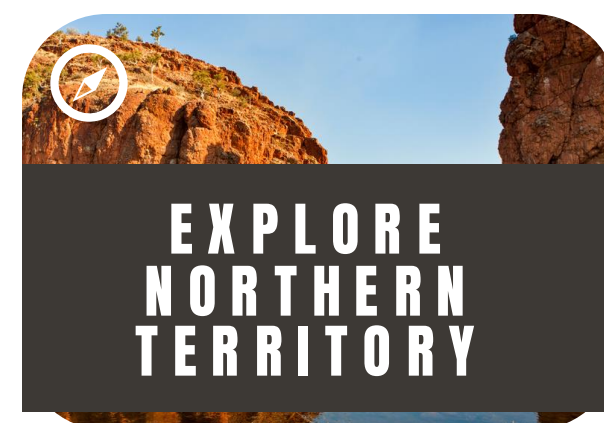
Queensland Trade Event

Sydney/Eora

- Networking
- B2B Meetings
- New Product Workshop

Regos open: Late 2025

April



Late March

Northern Territory Trade Event

Northern Territory

- Networking
- B2B Meetings
- Hosted Buyer Famils

Regos open: Late 2025

June



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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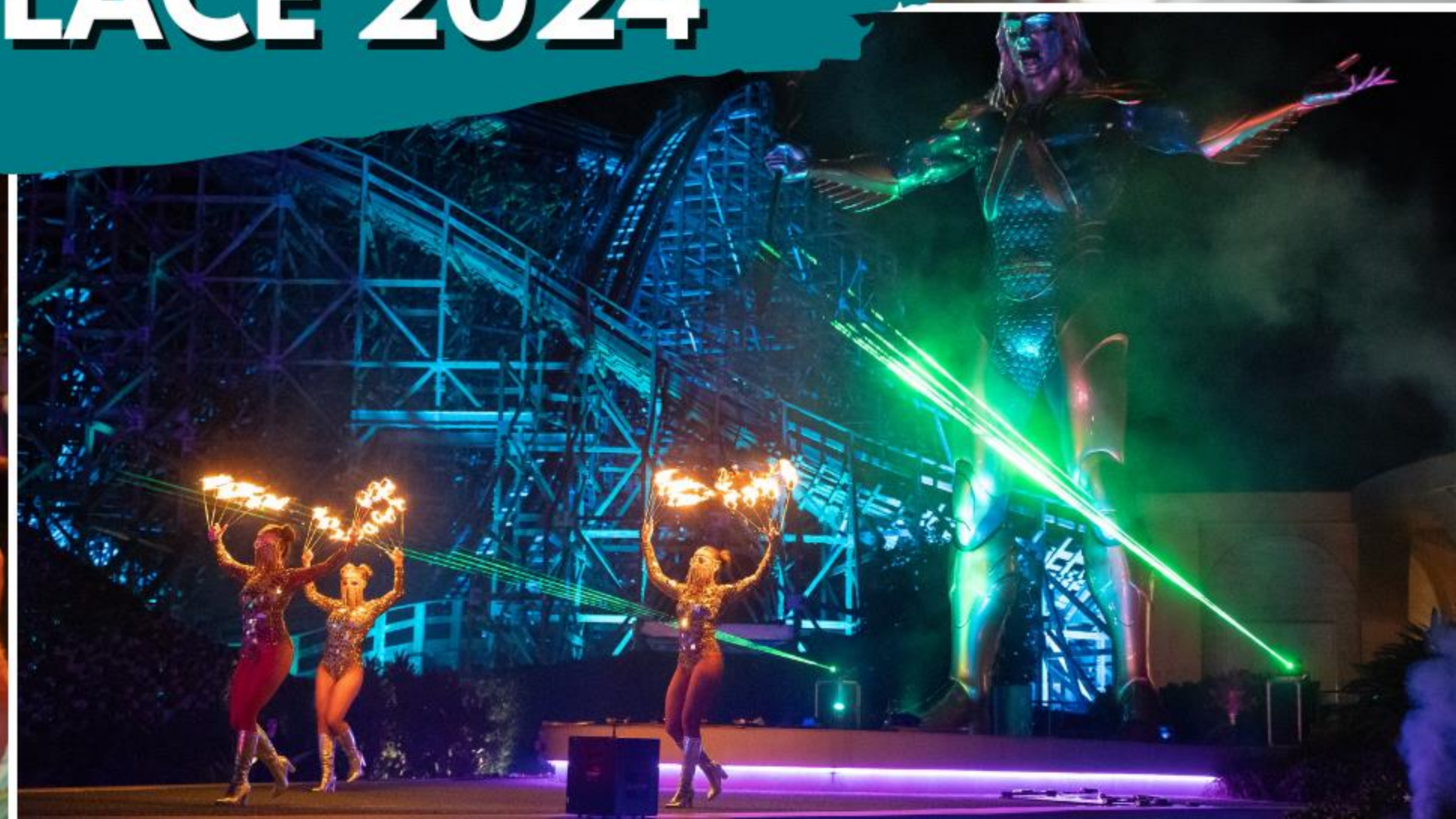
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MEETING PLACE 2024



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.



Across 3 days



500+ delegates



Numerous networking events



6000+
B2B meetings



Engaging conference
& breakout program



In-destination famil
& product showcase
programs

ID&C Training Programs

15 TRAINING ASSETS



TOURISM
TRADE READY 



CHINA
GUIDE
READY



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.



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.



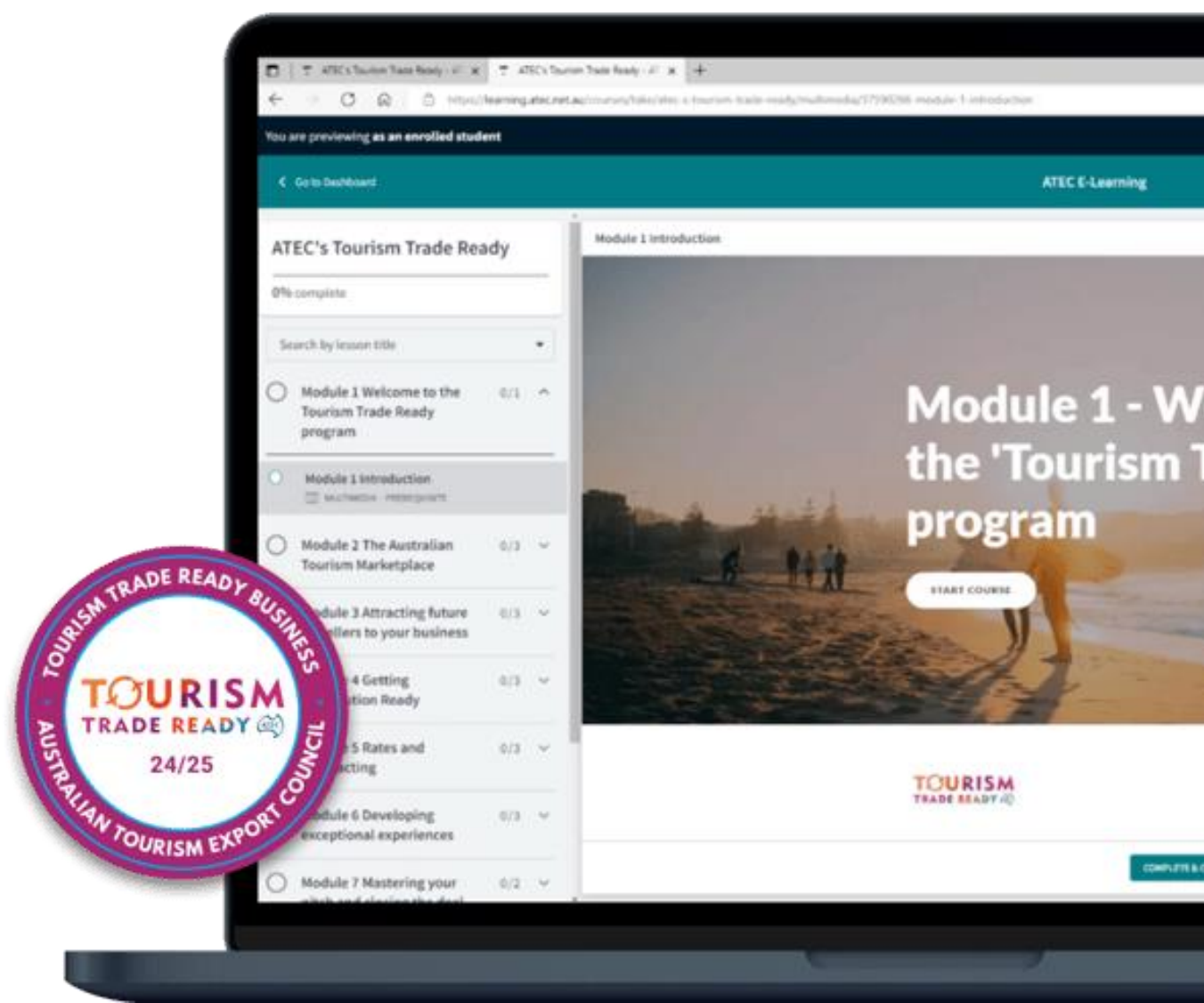
Ben Woodward, CaPTA Group



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!

ATEC LEADERSHIP GROUP

Australian Tourism Export Council



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PIERCE
ATEC
(CHAIR)



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SEALINK
MARINE
& TOURISM
(VICE CHAIR)



PETER SHELLEY
ATEC
(MANAGING
DIRECTOR)



SHAHNAZ BAKHSHAY
TFE HOTELS
(BOARD)



FIONA
STILLWELL
EXPERIENCE CO
(BOARD)



CHRISTOPHER TEH
AUSTRALIA AND
BEYOND
HOLIDAYS
(BOARD)



KATHY TURNER
ACROSS AUSTRALIA
(BOARD)



BIRGIT BOURNE
INSIGHT
AUSTRALIA
TRAVEL
(BOARD)



ROBERT TAYLOR
WAITOC
(BOARD)



SARAH DUTHE
SYDNEY OPERA HOUSE
(NSW CHAIR)



SANDRA FEUSTEL
PAN PACIFIC
TRAVEL
(NSW VICE CHAIR)



DAVID
STRICKLAND
DESTINATION NSW
(NSW)



CHRIS CRADDOCK
ACROSS AUSTRALIA
(NSW)



CAROL RU
PTC EXPRESSTRAVEL
(NSW)



SHAHEEN
LEECH
PELAGO
(NSW)



JANENE REES
Moonshadow
- TQC Cruises
(NSW)



MONIKA TOWNSEND
Taronga Conservation
Society Australia
(NSW)



RAL
ITALIANO
TFE Hotels
(NSW)



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ART GALLERY OF NSW
(NSW)



CATHERINE HUGHES
SYDNEY OPERA HOUSE
(YATEC NSW CHAIR)



TIFFANY
CALLAGHAN
THE STAR
GOLD COAST
(STH QLD CHAIR)



ROLAND HUANG
AUSTRALIAN
SUNSET SAFARIS
(STH QLD VICE
CHAIR)



MICHAEL SOMMER
TOURISM AND
EVENTS QUEENSLAND
(STH & NTH QLD)



RHONA STEWART
Queensland
Government
(STH QLD)



LONI HAMMOND
BUNDABERG
TOURISM
(STH QLD)



EMILY ZINOWKI
VISIT SUNSHINE
COAST
(STH QLD)



JASON
BRERETON
H.I.S. AUSTRALIA
(STH QLD)



JAY MCKENZIE
BOB WOOD
CRUISE
GROUP
(STH QLD)



MELINDA
HARRISON
ACCOR
(STH QLD)



LAUREL
ZHANG
QAGOMA
(STH QLD)



SEBASTIAN CASCO
AVIS BUDGET
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(YATEC STH QLD
CHAIR)



LISA CHAMBERS
REEF Unlimited
(NTH QLD
CHAIR)



KATHERINE
CUTLER
TTNQ
(NTH QLD)



ANGELA FREEMAN
HARTLEY'S CROCODILE
ADVENTURES,
BIRD WORLD KURANDA &
KURANDA Koala Gardens
(NTH QLD)



FIONA PASCOE
CRYSTALBROO
K
COLLECTION
(NTH QLD)



DAN
GABBERT
RED CAT
ADVENTURES
(NTH QLD)



ANDREA
CAMERON
BRETT'S OUTBACK
TASTING TOURS
(NTH QLD)



LEIGH BROWN
REEF
UNLIMITED
(NTH QLD)



CLAUDIA GALEA
PULLMAN CAIRNS
INTERNATIONAL
& NOVOTEL CAIRNS
OASIS RESORT
(YATEC NTH QLD
CHAIR)



CRAIG Haslam
Untamed Escapes
(SA CHAIR)



HEATHER
PASCOE-SMITH
EXPANDING
HORIZONS
(SA VICE CHAIR)



CHANTAL
WARD
SATC
(SA)



BLAIR WICKHAM
EXCEPTIONAL
KANGAROO
ISLAND
(SA)



KERRY
MEARES
COONAWARRA
EXPERIENCES
(SA)



ANDREW GOVAN
WILDERNESS
GROUP
(SA)



BIANCA
SARGENT
C'DAY GROUP
(SA)



JASON SIMPSON
ZOOS SA
(SA)



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JOURNEY
BEYOND
(SA YATEC CHAIR)



PENNY PRIEST
CROCOSAURUS COVE
(NT CHAIR)



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PAIGE
TOURISMNT
(NT)



PETER GRAHAM
VOYAGES
INDIGENOUS
TOURISMAUSTRALIA
(NT)



SALLIE
GREGORY
TOP END
MARKETING CO.
(NT)



OLIMPIA
TWIGGS
METRO HOTELS
(NT)



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TOURISMNT
(NT YATEC CO-
CHAIR)



BIANCA DI NUZZO
TOURISMNT
(NT YATEC CO-
CHAIR)



SCOTT Alderson
CROWn Hotels Perth
(WA CHAIR)



STEPHANIE LANG
SEASHELLS
HOSPITALITY
GROUP
(WA VICE CHAIR)



TOM UPSON
TOURISMWA
(WA)



JILLIAN PAN
SUN AND SEA
TRAVEL
SERVICES
(WA)



BROOKE
GREGORY
ROTTNEST ISLAND
AUTHORITY
(WA)



GRAEME SKEGGS
PINNACLE
TRAVEL
GROUPS
(WA)



JESSE HORNBLow
CYGNET BAY PEARL FARM
& PEARLS OF AUSTRALIA
(WA)



BEN
DOUGHERTY
Pirate SHIP
MANDURAH
(WA)



SANDY
LOMBARDI
MERCURE PERTH
& IBIS PERTH
(WA)



PIP SABIEN
ROTTNEST ISLAND
AUTHORITY
(YATEC WA
CHAIR)



DANIELLE NEIL
SOVEREIGN Hill
(VIC CHAIR)



IAN MCDUGAL
CHADSTONE -
THE FASHION
CAPITAL
(VIC VICE CHAIR)



DAVID EVANS
VISIT
VICTORIA
(VIC)



SARAH
BREHENY
VISIT VICTORIA
(VIC)



LOK WANG
EXTRAGREE
N
HOLIDAYS
(VIC)



KATHIE
SIKKIS
ABERCROMBIE
& KENT
(VIC)



Alva Hemming
GO Beyond Melbourne
(VIC)



DAMIEN
CERANTINO
GREAT OCEAN
ROAD RESORT
(VIC)



LOUISE
LAING
INTREPID
(VIC)



CAITLIN
TEPPER
PENINSULA
HOT SPRINGS
(VIC)



ANDRE JACQUES
THE LANGHAM,
MELBOURNE
(VIC)



ROB REES
YOUR EXCLUSIVE
TOURS
(VIC)



KEELEY
CORNWELL
TOURISM MIDWEST
VICTORIA
(YATEC VIC CHAIR)



TIM PARSONS
CURRINGA FARM
(TAS CHAIR)



NATHAN
MCMEEKIN
FEDERAL GROUP
(TAS VICE CHAIR)



MEI TEH
AUSTRALIA AND
BEYOND
HOLIDAYS
(TAS)



NATHAN DARKE
HOBART Airport
(TAS)



KIM WOOLLEY
MCDERMOTT'S
COACHES
(TAS)



SHANNON WELLS
PAR AVION
(TAS)



MELINDA ANDERSON
PENNICOTT
WILDERNESS JOURNEYS
(TAS)



NICK HARRISON
THE OLD WOOLSTORE
APARTMENT HOTEL &
HADLEY'S ORIENT
HOTEL
(TAS)



HANNAH LONG
TOURISM
TASMANIA
(TAS YATEC CHAIR)



ASHLEIGH HARROW
CORINFEST
(ACT YATEC CHAIR)

GET IN TOUCH!

Aaron Matis

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