

SYDNEY TO HOST AUSTRALIAN TOURISM EXCHANGE IN 2017

Sydney will be the host destination for the country's largest annual tourism trade show – the Australian Tourism Exchange (ATE) 2017, attracting more than 2,300 delegates from more than 30 countries.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said ATE 2017 will provide the perfect opportunity to showcase the newly constructed International Convention Centre Sydney, Australia's largest exhibition and convention centre.

"This is fantastic news and the NSW Government is delighted to be working with Tourism Australia on delivering a spectacular, world-class tourism event for NSW," Mr Ayres said.

"In the year ended December 2015, NSW welcomed nearly 87 million overnight international, domestic and day trip visitors who spent more than \$30.6 billion in the State – demonstrating NSW's capacity to compete on a global scale.

"This five day event will generate significant economic benefits to the State while highlighting our iconic attractions, beautiful beaches, outstanding food and wine scene and provide delegates from overseas and across Australia with the chance to explore Sydney and the breathtaking surrounding regions of NSW.

Destination NSW Chief Executive Officer Sandra Chipchase said "Our wonderful State never fails to impress and I am excited by the tourism opportunities that ATE 2017 will bring to Sydney and Regional NSW, cementing our position as one of the world's most desirable tourism and business event destinations."

ATE 2017 will take place from 14-18 May 2017.

ENDS