

2024

**SOUTHERN
GREAT BARRIER
REEF**

AUSTRALIAN TOURISM EXCHANGE POST EVENT REPORT

**19 - 23 MAY
MELBOURNE, VIC**

 **Southern
Great Barrier Reef**
Queensland *Where great begins*

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Summary of 2024 ATE

ATE OVERVIEW

+Highlights

The Australian Tourism Exchange (ATE24), delivered by Tourism Australia, is an annual business-to-business tourism travel trade events and the southern hemisphere's largest travel trade show. The event is a networking and relationship-building event for SGBR and an opportunity to showcase the world-class products and diversity of experiences the SGBR has to offer to local and international buyers.

The event provides new or existing tourism operators (sellers) who are trade-ready the opportunity to meet, exchange knowledge and establish important business relations with global travel trade. As quoted by Phillipa Harrison (Managing Director for Tourism Australia),

“ We kicked off ATE with renewed energy as inbound tourism numbers return and we turn our minds to the sustainable growth of our industry. ATE is Tourism Australia's annual event for connecting Australian tourism product suppliers with decision makers from international travel retailers, wholesalers, online travel agents and airlines from across the globe.

This year we had 2600 delegates come together from around the world in 50,000 scheduled appointments over four days, making it the biggest of its kind in Australia.



ATE also brings together Australian businesses, tourism wholesalers, inbound tour operators, destination management companies, online travel agents and retail travel agents from around the world to conduct scheduled business appointments and participate in key networking events. The 2024 program had buyers attending from 37 countries, alongside 70 international and Australian media.

This year, the SGBR partnership between Bundaberg, Gladstone and Capricorn regions collaborated with marketing specialists and local trade ready operators to showcase our region at ATE24. There were 18 SGBR destinations, products and experience businesses participating at ATE24, SGBR presented at their booth across 2 appointment schedules, 13 SGBR tourism products participated with their own booth and 5 day passes represented their products with SGBR personnel.

SGBR in conjunction with Success Matrix assisted these businesses to prepare for the event, via its new product pathway program, which aims to provide them with an opportunity to display their products, make overseas contacts and negotiate deals.

The SGBR team conducted 150 meetings and attended 4 events with International Wholesalers, Inbound Tour Operators, Online Travel Agents and Industry Stakeholders.

PARTICIPANTS FROM THE SGBR REGION



BUNDABERG • GLADSTONE • CAPRICORN

Success Matrix

Amanda Kruse – Managing Director

Genevieve Matthews – Consultant

BUNDABERG REGION & REPRESENTATION

Katherine Reid - CEO, Bundaberg Tourism

Loni Hammond - Industry & Trade Development
Executive, Bundaberg Tourism

Lady Elliott Island Eco Resort

Vicki Mullins – Sales & Marketing Manager Stacey Cain
– Public Relations Manager

Tarbibelang Bunda Cultural Tours

Bec Domaille & Waszanna Reed

Breeze Holiday Parks

Cassie Jackson – Brand & Marketing Manager

Lady Musgrave Experience

Brett Lakey – Owner

Melissa Tree – General Manager

Kalki Moon (Day Pass)

Hannah Turner – Administration Officer

GLADSTONE REGION & REPRESENTATION

Nicola Smith - CEO, GAPDL

Sandy Grosskreutz- Tourism Projects Officer,
GAPDL

Aldesta – Heron & Wilson Islands

Karen Sweeney– Vice President Aldesta Hotels
Australia, Sales Manager

1770 LARC! Tours

Amber Rodgers – Marketing Manager

Dive, Spear & Sport @ 1770 (Day Pass)

Bolton - Director

Jessica Cooke - Manager

Central Apartment Group

Craig Gosling – Group Sales & Marketing Manager

Mantra & Peppers Gladstone (Day Pass)

Craig Conley – General Manager

1770 Reef – Great Barrier Reef Eco Tours (Day Pass)

Desley O’Grady – Sales & Marketing

Anaca James – Administration

CAPRICORN COAST & REPRESENTATION

Mary Carroll – CEO Capricorn Enterprise

Eloise Chaffers – SGBR Destination
Representative Capricorn Enterprise

Breeze Holiday Parks

Cassie Jackson – Brand & Marketing Manager

Great Keppel Island Hideaway

Jordy Bresac - Sales & Marketing

Rachel Bell - Admin

Koorana Crocodile Farm

Adam & Lauren Lever - Owners

Funtastic Cruises

Ollie Heales - Co-Director

Freedom Fast Cats

Mell Allen – Marketing Manager

Jen Tamassey – Administration

The Cassidy Group - The Edge Apartment Hotel & Empire Apartment Hotel, Rockhampton

Alyssa Tait – General Manager

Dreamtime Resorts

Maria Wright - Business Development

Reef Distillers (Day Pass)

Charlton Craggs

SGBR BUYERS

+Notes

AUSTRALIA	Main Operator Type	Comments/Requests
New South Wales Australian Cruise Group, Sydney Australian Backpackers, Sydney AAT Kings, Sydney Dixon Travel & Tour, Sydney Expedia Group, Sydney Terra Nova Australia, North Sydney TripAdvisor, Sydney My Dream Adventures, Nimbin Booking.com, Sydney Get Your Guide, Sydney Via Travel Australia, QLD Bar Bookable Tourism, Alexandria Sydney Intercruises Shoreside & Port Services, Sydney Ultimate Adventure Travel, Sydney KKDay, Sydney HotelBeds, North Sydney Pan Pacific Travel Australia, Sydney Cocky Guides Australia, Hammondville Big Red Group, The Rocks Terra Nova Australia, North Sydney R G Destinations, Sydney Go City, Sydney	Aust National Tour Operator Online Travel Agent Aust National Tour Operator ITO/DMC Online Travel Agent ITO/DMC Online Travel Agent ITO/DMC Online Travel Agent Aust National Tour Operator Solutions Hub ITO/DMC Aust National Tour Operator Online Travel Agent Online Travel Booking Plat. ITO/DMC ITO/DMC Online Travel Agent ITO/DMC ITO/DMC Wholesale & Retail	Activity Guide Activity Guide Product Manual Attractions via Viatour Webinar/Product Manual Arrange Famil Attended pre famil Bundaberg DSS contracted/SGBR Pres Int in Cap Caves/Turtle Sands
QUEENSLAND Vanz Travel, Brisbane Ecotourism Australia Australian Tourism Data Warehouse (ATDW) Mekong Travel & Tours Australia, Algester Koolivoo/Didgigo, Cairns Bookme, Peregian Beach Fusion Holidays, Springwood Flight Centre, South Brisbane AKW Tours, Oxenford DreamAroo, Bellmere Ignite Travel Group, Broadbeach	Online Travel Agent Solutions Hub Solutions Hub ITO/DMC Aust National Tour Operator ITO/DMC Wholesale/Retail Wholesale/Retail Wholesale & Retail ITO/DMC Wholesale & Retail	DSS contracted/SGBR pres
VICTORIA Luxury Escapes, Southbank Abercrombie & Kent, Melbourne Australian Pacific Vacations, Ballan Helloworld Travel, South Melbourne WorldStrides, Essendon North Qantas Hotels & Holidays, Collingwood Klook, Melbourne First Light Travel, Melbourne	Retail Travel Agent ITO/DMC ITO/DMC Wholesale & Retail Aust National Tour Operator Online Travel Agent Online Travel Agent Online Travel Agent	Product Manual
WESTERN AUSTRALIA A & A Travel Services, Booragoon	Aust National Tour Operator	
NEW ZEALAND Go Holidays, Auckland House of Travel, Auckland X Travel, Queenstown Inside Australia Travel, Wanaka	Wholesale Wholesale & Retail Online Travel Agent Inbound Management	

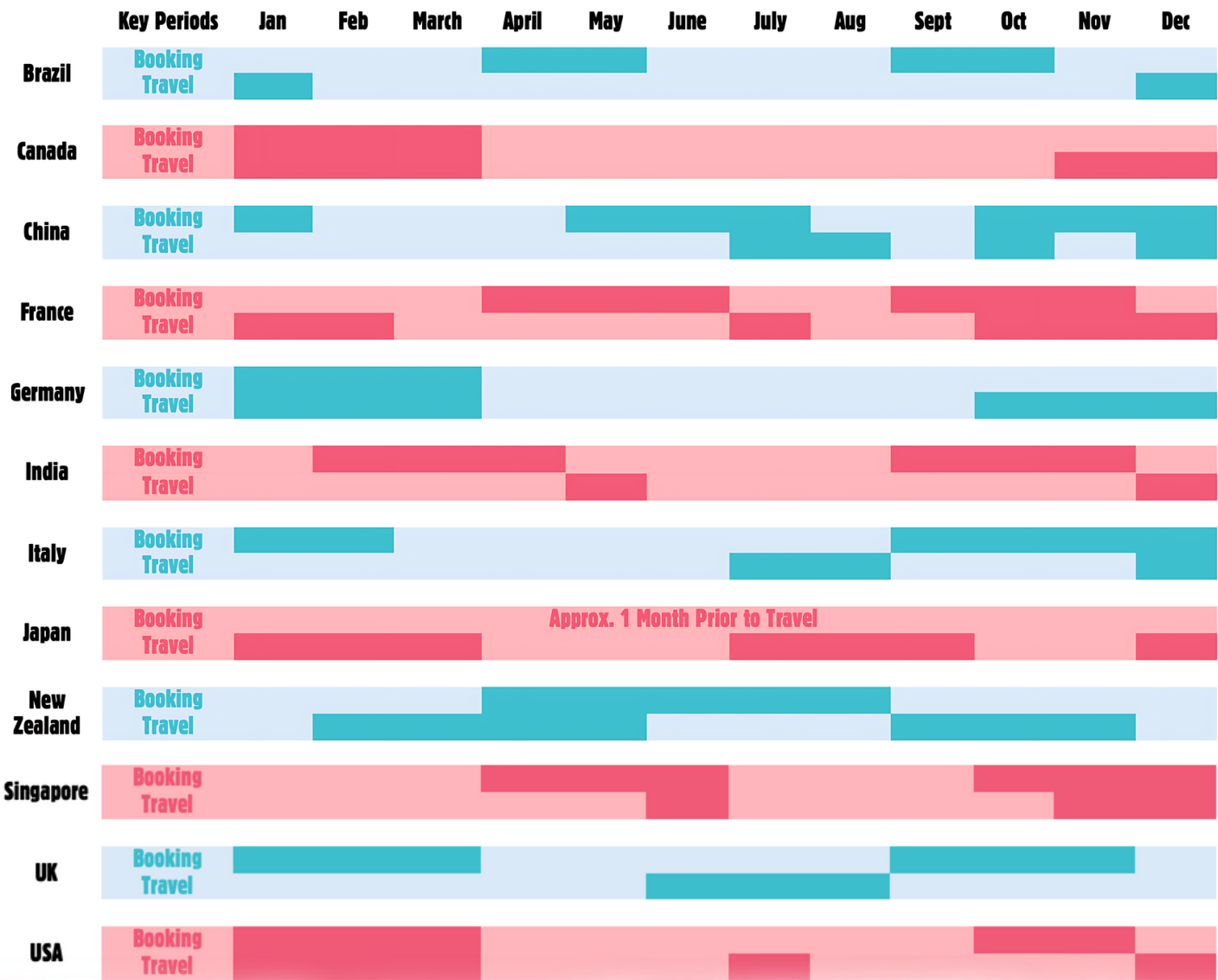
UNITED KINGDOM First Class Holidays, Manchester Premier Holidays, Cambridgeshire Audley Travel, Oxfordshire Trailfinders, London Real Aussie Adventures/Down Under Indulgence, Nottinghamshire Prestige Travel, Dorset Dial A Flight/Lotus Group, London Freedom Destinations, Hertfordshire Travco, London Hays Travel, UK Gold Medal Travel Group, Leyland	Wholesale & Retail Wholesale & Retail Aust National Tour Operator Retail Travel Agency Retail Travel Agency ITO/DMC Retail Travel Agency Retail Travel Agency Wholesale Wholesale Wholesale & Retail Wholesale	Webinar/Product Manual/ITO Southern World ITO – Aust and Beyond Product Manual/ITO - ATS ITO – ATS Pacific Activities Manual ITO – Southern World ITO – ATS Pacific, Pan Pacific/Hotel Beds & Web Beds ITO - ATS Product Manual & Webinar 3 calls centres & 621 shops ITO - ATS
EUROPE Australia Pacific Travel Service, Germany Travel Essence, Utrecht, Netherlands Voyageplan, Switzerland FDM Travel, Denmark Boomerang Reisen, Germany Live to Travel, Belgium QAS Holidays, Netherlands Risskov Rejser, Denmark Horizont Fernreisen, Germany TravelEssence, Germany Cercle des Voyages, France DER Touristik, Germany Go Australia, Italy Die Reisebotschafter, Germany Oceania Reisen, Switzerland Best of Travel Group, Germany Vola TWO, Germany Explorer World of Travel, Germany Asia Voyages, France Walkabout Australia, Netherlands Travelhouse, Switzerland Karawane Reisen, Germany Australia Tours, Germany Australia PLUS Reisen, Germany Enjoy Destinations Havana, Italy Australiareiser, Norway Diamir, Germany Australia Pacific Travel Service, Germany Soderhavsresor, Sweden Aktiv-Resor, Finland Travel Sensations, Belgium Premium Travel Australie Tours, France Knecht Reisen, Switzerland Turisanda, Italy	Wholesale ITO/DMC Wholesale & Retail Retail Travel Agency Wholesale & Retail Wholesale Wholesale Wholesale Retail Travel Agency Wholesale & Retail ITO/DMC Online Travel Agent Wholesale Wholesale & Retail Wholesale & Retail Wholesale Wholesale Wholesale & Retail Wholesale & Retail Wholesale Wholesale Wholesale & Retail Wholesale Wholesale & Retail Wholesale & Retail Wholesale & Retail Wholesale & Retail Retail Travel Agency ITO/DMC Wholesale & Retail Wholesale & Retail Wholesale	Interested in Mantra/Peppers ITO – Pan Pacific – Req Famil ITO – Goway/ATS Pacific, Webinar ITO – Pan Pacific, webinar, Product Manual ITO – Goway ITO – Goway, Product Manual ITO – ATS Pacific, Product Manual Pre & Post Heron – Peppers/Mantra/170 Reef ITO – Goway – req pre ATE famil Product Manual, webinar Webinar ITO – Pan Pacific Product Manual ITO – Southern World ITO - Pan Pacific, Product Manual, interested in Peppers Product Manual/ITO Pan Pacific/interest in Peppers Product Manual/SGBR images ITO – Pan Pacific, Product Manual/ SGBR Presentation ITO – Pan Pacific/Product Manual

EUROPE (Cont) FTI Touristik, Switzerland Pacific Travel House, Germany Antipodes Travel, Spain Australia Unlimited, Germany COCO Weltweit Reisen, Austria	Wholesale Retail Travel Agency Wholesale Wholesale Wholesale	Gone into Liquidation ITO – ATS Pacific
USA Delta Vacations, Georgia Indagare Travel, New York Tauck, Wilton Journese, Westlark Village, California Signature Travel Network, El Segundo CA Avanti Destinations, Oregon Charm City Travel, Maryland Uniquely NZ, Washington Headout, New York Protravel International, Massachusetts	Wholesale & Retail Retail Travel Agency Wholesale Wholesale Retail Travel Agency Retail Travel Agency Wholesale & Retail Wholesale Online Travel Agent Retail Travel Agency	Product Manual ITO –AOT/Presentation/Product Manual ITO – Goway, Product Manual Webinar ITO – Pan Pacific
CANADA Discover Holidays, British Columbia Goway Travel, Ontario G Adventures, Ontario Air Canada Vacations, Ontario Downunder Travel, Vancouver Direct Travel, Ontario	Wholesale & Retail Wholesale ITO/DMC Wholesale Retail Travel Agency Retail Travel Agency	ITO – Southern World Webinar completed Product Manual ITO – Helloworld & Southern World ITO – Southern World, Product Manual ITO – Southern World/Southern Crossings ITO – Southern World, Product Manual
SOUTH AMERICA TTW Group, Sao Paulo, Brazil Ventuas Viagens, Sao Paulo, Brazil Turismo Cocha, Chile	Retail Travel Agency Wholesale Retail Travel Agency	Product Manual
ASIA Lart Travel, Chengdu Sichuan 6renyou, Beijing Shanghai Wanli International Travel Service, Shanghai Dongguan Comfort International Travel, Dongguan Beijing Walk World International, Shenzhen Guangdong Beijing UTour Group, Beijing Tripsoho, Chongqing Dongguan Youth Travel Agency, Dongguan Guangdong Enchanting Travels, India EU Holidays, Singapore Hot Holidays, Japan Siam Express, Singapore STA Travel, Japan Glage, Japan JTB Corporation, Japan	Retail Travel Agency Online Travel Agent Wholesale ITO/DMC Wholesale & Retail Wholesale & Retail Wholesale ITO/DMC ITO/DMC Retail Travel Agency Online Travel Agent Retail Travel Agency Wholesale & Retail Retail Travel Agency Wholesale & Retail	Product Manual ITO-Happy Tour,Grand Aust & The Great Holiday/Product Manual Manual Send SGBR presentations Send SGBR Presentations Interested in Diving ITO-H2Oz Travel ITO-AOT

ASIA (Cont) Nam Ho Travel, Singapore Pacific Arena, Singapore LGE Travel, Singapore Pacific Rim Tours, Japan TOURISM AUSTRALIA Jonathan Schoenau Zoish Havewala Matteo Prato Benjamin Taprell Paul Larcher Irin Lin Huey Ching Chiew Chris Allen TOURISM EVENTS QUEENSLAND Kelly Miller Ryna Sequera Stefanie Huebner Shozo Shibata Michelle Kyung Stella Pok April Sheng	Online Travel Agent Retail Travel Agency Retail Travel Agency Retail Travel Agency TITLE Partnership & Distribution Manager, Canada ASP Trainer India/Business Development Coordinator, India Country Manager – Italy BDM, UK Account Director BDM, Singapore Aussie Specialist Program Trainer Regional General Manager – Americas Trade & Marketing Coordinator International Director – India Regional Manager – Europe Marketing Manager – Japan Marketing Manager Marketing Manager Senior Marketing Manager - China	ITO – ATS Pacific
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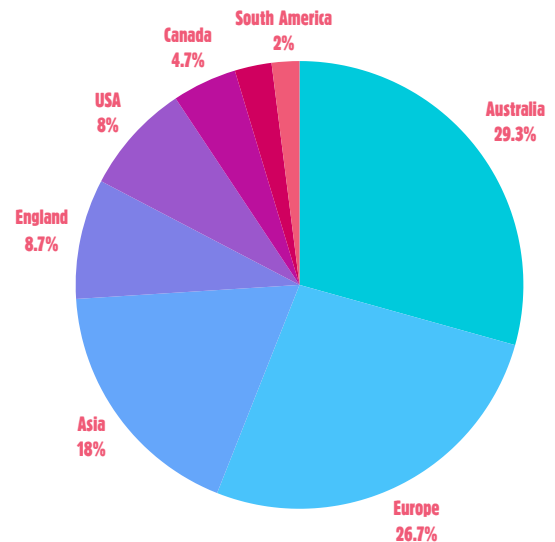
KEY BOOKING & TRAVEL PERIODS

**Sourced from
Tourism Australia*



SGBR BUYER DEMOGRAPHICS & Insights

BREAKDOWN OF BUYERS, GLOBALLY



Australia, 29.3% (44/150)

Europe, 26.7% (40/150)

INSIGHTS:

- Out of region travel for Italian travellers is gaining momentum in 2023
- Australia performs second to Japan on awareness, consideration and active planning for Italians
- Strong demand for self-drive itineraries for German travellers
- Pre booking period for German consumers is back to pre-Covid levels
- Germans are still willing to travel and to travel long-haul
- Australia is competing with destinations such as United States, Canada, Japan, the Maldives and Southern Africa for the German market.

Asia, 18% (27/150)

INSIGHTS:

- Demand for tailor-made products is growing
- The package price trend for group travellers is becoming more expensive
- Flights capacity from China to Australia has recovered significantly
- India maintained its number five ranking for arrivals and spend
- Singapore is ranked Australia's sixth international market by arrivals and spend
- Increasing demand for customised, small private groups from Singapore
- Key factors of greatest importance to Singaporean travellers are safety/security and value for money.

England, 8.7% (13/150)

INSIGHTS:

- The UK market is exhibiting its proven resilience
- Average length of stay and expenditure has increased
- For UK OOR travellers Australia is strongly associated with world class beaches/coastlines/marine wildlife, having different and interesting wildlife, having an appealing climate and having good infrastructure

USA, 8% (12/150)

INSIGHTS:

- Market recovery has been strong from the United States
- The US Economy continues to beat analysts forecast. Inflation is down on 12 months ago, although still above target range.
- Travel has been strong in surpassing pre-pandemic levels even though many Americans say they are worried about the economy
- Americans are generally looking for access to Good Food and Wine/Cuisine

Canada, 4.7% (7/150)

INSIGHTS:

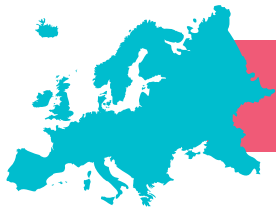
- Market recovery has been strong from Canada
- Market recovery is being driven by VFR segment
- Cultural exploration will be a priority for Canadian travellers
- Canadians want to travel more sustainability

New Zealand, 2.7% (4/150)

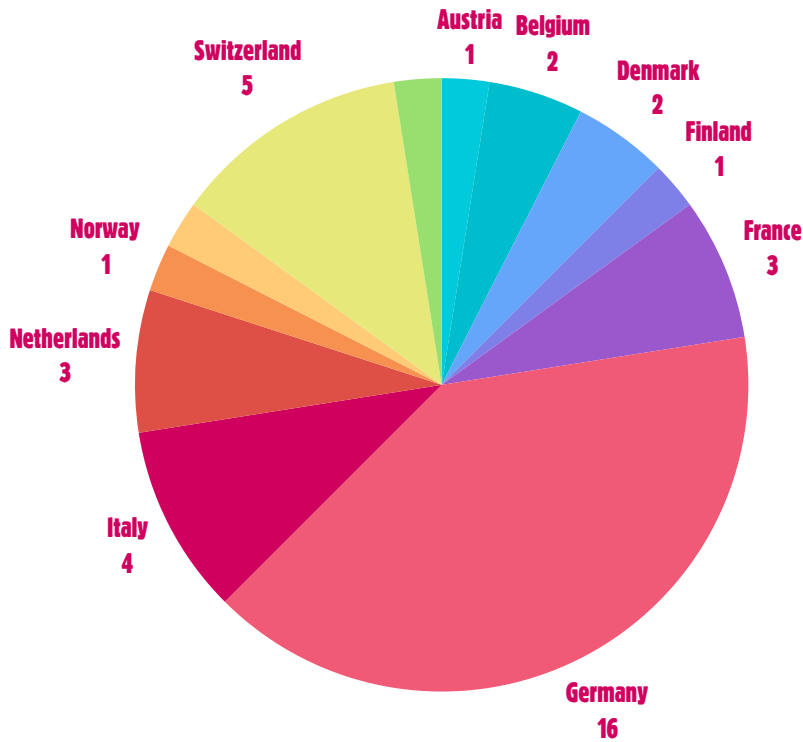
INSIGHTS:

- Ease of travel and familiarity with Australia remains a driving force for intent to travel for New Zealanders
- Nature/Wildlife and Aquatic/Coastal experiences continue to rank highly
- Sydney, Melbourne, Brisbane and the Gold Coast continue to be leading destinations for Kiwis, as reported by partners
- Events are a key driver from this market eg Formula 1 Grand Prix

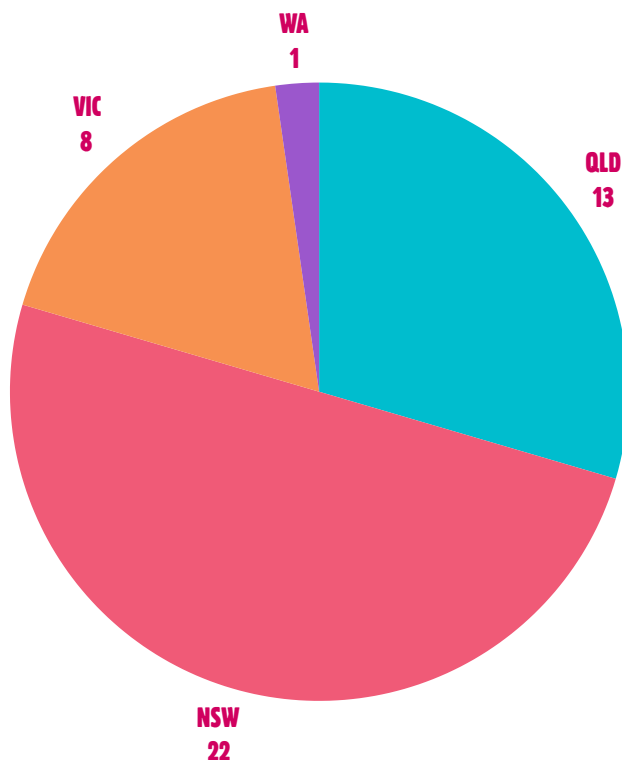
South America, 2% (3/150)



BREAKDOWN OF SGBR BUYERS, EUROPEAN DEMOGRAPHIC



BREAKDOWN OF SGBR BUYERS, AUSTRALIAN DEMOGRAPHIC



THE FOLLOWING BUYERS ALREADY FEATURE SGBR PRODUCT ON THEIR WEBSITE/PROGRAMS:

International:

TRAILFINDERS, UK
 FREEDOM DESTINATIONS, UK
 PREMIER HOLIDAYS, UK
 TRAVEL SENSATIONS, BELGIUM
 PREMIUM TRAVEL AUSTRALIE TOURS, FRANCE
 ASIA VOYAGES, FRANCE
 KNECHT REISEN, SWITZERLAND
 OCEANIA REISEN, SWITZERLAND
 TRAVELHOUSE, SWITZERLAND
 PACIFIC TRAVEL HOUSE, GERMANY
 AUSTRALIA UNLIMITED, GERMANY
 BEST OF TRAVEL GROUP, GERMANY
 AUSTRALIA LIMITED, GERMANY
 HORIZONT FERNREISEN, GERMANY
 DIE REISEBOTSCHAFTER, GERMANY
 KARAWARNE REISEN, GERMANY
 AUSTRALIA PLUS REISEN, GERMANY
 PACIFIC ARENA, SINGAPORE

Domestic:

TERRA AUSTRALIA, BRISBANE
 DREAMAROO, BELLMORE, QLD
 IGNITE TRAVEL GROUP, GOLD COAST
 AUSTRALIAN CRUISE GROUP, SYDNEY
 BIG RED GROUP, SYDNEY
 QANTAS HOTELS AND HOLIDAYS, SYDNEY
 HOTELBEDS, SYDNEY
 KKDAY, SYDNEY
 INTERCRUISES SHORESIDE & PORT SERVICES, SYDNEY
 KLOOK, MELBOURNE

SGBR COLLATERAL *for follow up*

Example Follow Up Email

Hello Alex

It was lovely to catch-up with you at ATE2024 in Melbourne! It is exciting that ATE25 will be in sunny Brisbane.

We understand that seeing is believing and with ATE announced as being in Brisbane, we would love to host you on a famil in 2025!

Here are some SGBR vibes to your inbox to help you dream of your famil



We have a suite of SGBR Tourism Trade Training Resources to help you at Travel Essence team continue to build knowledge of the destination:

[SGBR Trade Product Manual](#)

[SGBR Destination Overview Presentation](#)

[SGBR Itineraries](#)

[SGBR Destination Map](#)

[SGBR Island Access Map](#)

[SGBR Island Sales Tool](#)

[Capricorn Coast Trade Training Videos are available here.](#)

[Gladstone Region Trade Training Videos are available here.](#)

[Bundaberg Region Trade Training Videos are available here.](#)

If you wanted to build some SGBR destination content on your website, you can use [this fact sheet](#)

For Tools to develop engagement in the SGBR destination across social media checkout our:

[Image Gallery](#)

[Videos](#)

Thank you again for your support of the Southern Great Barrier Reef and please feel free to yell out to us if there's any further info we can provide.

Hopefully see you again at ATE2025 in Brisbane or on an SGBR Famil



SGBR's SUMMARY of 2024 ATE

KEY TAKE OUTS

- The SGBR Product Manual acted as an invaluable piece of collateral to grow awareness of the diverse range of experiences and products available in region. Most of the buyers have requested a copy of our SGBR Product Manual.
- Many buyers feature Gold Coast, Brisbane, some Sunshine Coast, Fraser Coast and Cairns in their itineraries, leaving out SGBR, this was a great opportunity to pitch our region to be included in itineraries.
- Interest in Peppers opening in Gladstone in August 2024 being the first 5 star property to the region.
- A number of Buyers have requested a webinar on SGBR to be arrange with their offices.
- Buyers were interested in diving in the SGBR region.
- A number of buyers feature self drive itineraries.

KEY LEADS & FOLLOW UPS

- **Australian Backpackers** are interested in co-op marketing campaigns with all regions of SGBR.
- **Inspiring Journeys** may include SGBR in their Smaller Groups (20) QLD itinerary for 2026/27.
- **Voyageplan** has requested self drive itineraries.
- **Tauck** – has an Australia only tour that looks at different levels of accommodation, they are interested in Splitters, maybe Ambrym Estate and High Valley Dawn.
- **TripAdvisor** – partnerships team look after RTO's. Attractions via Viatour bookable product. They can help grow destination awareness. User behaviour every interaction on TripAdvisor is tracked. They have various co-op marketing campaigns.
- **Ultimate Adventure Travel** – looking for accommodation in Agnes Water.
- **Trailfinders** – sending loop itinerary for SGBR.
- **Expedia Group** – organise a zoom re representation on the platform and potential undertake a campaign for SGBR. Generally calendar of activity is booked 12 months in advance.
- **Australia Pacific Vacations** – keen to include GKI Hideaway for the German markets.
- **House of Travel**- building SGBR destination and product on their website
- **Getyour Guide** and **Oz Experience** wanting more SGBR experience product for their websites



ATE 2025

ATE 2025 will be held in Brisbane from Monday 28 April to Thursday 1 May 2025 at the Brisbane Convention & Exhibition Centre. ATE25 will be delivered by Tourism Australia in partnership with Tourism Events Queensland with support from the Brisbane Economic Development Agency.