



MEDIA RELEASE

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Promoting Bendigo to international tourism buyers

From Saturday 2 April until Monday 4 April local tourism representatives will be marketing Bendigo to international travel agents and wholesalers in the international tourism market at the 2011 Australian Tourism Exchange (ATE) in Sydney.

The Australian Tourism Exchange is Australia's premier tourism trade event and the largest international travel trade show of its kind in the southern hemisphere.

It is a business-to-business event that provides a forum for Australian tourism businesses to showcase their products, meet overseas contacts and negotiate business deals. It also provides the international travel trade the opportunity to experience Australia first hand.

The event is organised by Tourism Australia and will be at the Sydney Convention and Exhibition Centre in Darling Harbour from Saturday 2 - Monday 4 April 2011.

“This is one of our most important tradeshows as success in the international marketplace can build new markets of potential visitors for a destination like Bendigo,” said Kathryn Mackenzie, Executive Manager Tourism, City of Greater Bendigo.

“To be active in the international arena it is about building relationships with buyers and the many face-to-face meetings at ATE are ideal for this. At these meetings we talk about the highlights and new developments in Bendigo that will appeal to international visitors.”

Hundreds of key overseas buyer companies from over 40 countries will attend the event in Sydney. City of Greater Bendigo tourism representatives will meet with agents from countries including New Zealand, China, Singapore, Thailand, Malaysia, India, Hong Kong and Japan.

“The products on offer in Bendigo suit the emerging markets from Asia, with our golden heritage a big story for us to tell to the international buyers. The Dai Gum San precinct, our international art exhibitions and the new experiences at Central Deborah Gold Mine gives us a new dimension of what Bendigo has to offer as a travel destination,” said Ms Mackenzie.

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