

15 - 18 MAY 2022

AUSTRALIAN TOURISM EXCHANGE



Photography credit: Tourism Australia

OVERVIEW

In recognition of the venue’s premium facilities and world class services, ICC Sydney was selected to host Tourism Australia’s 42nd Australian Tourism Exchange (ATE) live event – welcoming more than 1,100 delegates including Australian tourism operators and global buyers from around the world to Halls 5 – 7 of the Exhibition Centre.

ATE Live’s event program, delivered in partnership with Destination NSW, was future focused as the tourism and business event industries continue to rebound strongly.

ICC Sydney provided the ultimate environment for tourism professionals to nurture relationships that will see the industry continue to innovate and welcome increasing numbers of international travellers and business event attendees to Australia’s remarkable destinations.



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1,100+ delegates including buyers and sellers from Australia, North America, UK, European nations, New Zealand, Greater China, Japan, South Korea, Singapore, Malaysia, India and Indonesia including inbound tour operators, luxe buyers, and specialist buyers were hosted in Halls 5, 6 and 7 in the Exhibition Centre.



ICC Sydney provided culinary, audio visual, marketing, security, event management, presentation services, and logistics services.



Seamless collaboration with host body Tourism Australia, industry partners and suppliers.



38,000+ appointments across scheduled meetings and networking events.

“ ATE Live was an extraordinary experience for so many reasons and ICC Sydney’s world class services were central to our success. Everyone on the ICC Sydney team ensured our attendees felt welcomed during a critical time in the industry’s recovery.

Thank you for again for your role in delivering a brilliant event for Australia’s tourism industry.”

Robin Mack, Executive General Manager, Commercial & Business Events Australia, Tourism Australia

Customised culinary services

To accommodate a well-travelled, discerning audience and the content rich program, ICC Sydney’s culinary team worked with Tourism Australia to structure a high impact yet seamless catering service. The ATE Live lunch for 1,700 attendees in the Exhibition Centre required meticulous culinary execution that championed the best local produce from across the New South Wales region and around the country.

Prioritising face to face connection

This year, a focus on getting back to travel and tourism, and prioritising in person experiences was key. ICC Sydney helped elevate buyers’ comfort and on site experience through high impact audio visual delivery complementing experiences exclusive to ATE Live. A range of best in class equipment supported the presentation including staging, lighting, sound and three large, high tech 7m by 4m flown LED screens. The LED screens in the lunch area were a highlight with LED being a superior quality projection option especially in the Exhibition Halls with plenty of ambient lighting.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.

Phone +61 2 9215 7100 /// Email sales@iccsydney.com /// iccsydney.com