



**Newcastle™
Airport**

Connecting People.
Connecting Places.

Media release

Newcastle Airport collaborates to strengthen international tourism connections

Sunday, 15 April 2018

Newcastle Airport will continue to foster its international relationships this week by attending the Australian Tourism Exchange (ATE) to meet hundreds of key international wholesale and retail buyers from around the globe.

Newcastle Airport, in collaboration with Newcastle City Council, will be representing the Greater Hunter Region continuing the unified promotion of the region following the recent Routes Asia Conference in Brisbane where the team worked toward attracting new routes and airlines to NSW's second busiest airport.

The Australian Tourism Exchange is Australia's largest annual travel and tourism business-to-business event that brings together seller delegates from approximately 550 companies and 700 key buyer delegates from over 30 countries to discuss Australian tourism offerings.

Organised by Tourism Australia, this year ATE will take place at the Adelaide Convention Centre, from Sunday 15 to Thursday 19 April.

Many conference delegates will be making use of Newcastle Airport's newest direct route to Adelaide Airport, with pre and post event familiarisations of the Greater Hunter Region already scheduled to give these international travel buyers firsthand experience of what we have to offer.

"Tourism will be one of Australia's largest employers and wealth creators in the next decade and is a key part of Australia's economic future," says Hannah Jamieson, Newcastle Airport Executive Manager Corporate Affairs.

"A recent report prepared by the Tourism & Transport Forum Australia in conjunction with Stafford Strategy found that tourism visits are expected to grow by 31 per cent over the next 20 years to 385 million annual visits. Newcastle Airport is positioned to accommodate this growth.

"Our key event deliverable will be to inform delegates of direct flights to Newcastle Airport and how making use of this service can add valuable time for their patrons to spend on leisure activities in Newcastle, Port Stephens, Maitland, Hunter Valley, Lake Macquarie and beyond."

Ends.

Media contact

Crystal Bergemann, Newcastle Airport, Marketing and Communication Manager

02 4928 9811 or 0427 333 021

www.newcastleairport.com.au