

# 2025 Prospectus



# Trade Events International focus



## 📍 India Roadshow

**Date:** 13 – 18 February 2025

**Location:** Mumbai and Delhi

Tourism NT along with Visit Canberra and the South Australia Tourism Commission will visit India to meet with key distribution partners and frontline travel agents, to educate them about the tourism industry in the three states in Australia.

Australia Marketplace India will take place in July for operators interested in attending. Information is below.

## 📍 ITB, Germany

**Date:** 4 – 6 March 2025

**Location:** Berlin, Germany

**Cost:** Registrations for this event have closed. Registrations will open between August and September 2025 for the 2026 event. Operators can participate within the Tourism Australia stand.

“The World’s Leading Travel Trade Show” ITB Berlin will take place over three successive days with a renewed focus on exhibiting companies, trade visitors, buyers and the media. The event will bring together 10,000 exhibitors and 160,000 trade and media from 180 countries to network, negotiate and do business.

## 📍 Australia Tourism Exchange (ATE)

**Date:** 27 April – 1 May 2025

**Cost:** \$5,912 registration cost only. Travel and accommodation are additional.

**Location:** Brisbane

**Note:** Registrations for this event close on Friday 1 November 2024.

The 45th edition of the Australian tourism industry’s largest annual business-to-business event, the Australian Tourism Exchange (ATE24), will be held in Melbourne.

Registrations for this event have closed. Registrations will open in October 2025 for the 2026 event.

ATE25 is scheduled to take place at the Brisbane Convention and Exhibition Centre between Sunday 27 April and Thursday 1 May 2025. The event will bring together Australian tourism businesses with global distribution partners, to conduct scheduled business appointments and participate in key networking events. ATE25 will also provide international buyers with the opportunity to experience Australia’s tourism offerings first-hand through pre and post-event familiarisations.

Around 1,500 Australian seller delegates and 700 buyer delegates from over 30 countries are anticipated to attend ATE25.

## 📍 NT ITO Product Update

**Date:** Tuesday 9 September - Melbourne / Thursday 11 September - Sydney

**Location:** Melbourne and Sydney

**Cost:** Free. Travel and accommodation additional.

The NT ITO Product Update events are being run in conjunction with NT Muster. Inbound Tour Operators from Melbourne and Sydney will be invited to a separate event where operators who are working in international markets will have the opportunity to present their products.

Events will be run before the NT Muster domestic events in the evening.

## 📌 NT Global Connect 2025

**Date:** TBC (October in 2024)  
**Location:** Darwin  
**Cost:** Free. Travel and accommodation are additional.

In its fourth year, the NT Global Connect is an opportunity for tourism operators who are export ready and working with trade, to showcase their product directly to Product Managers from around the world. The trade event is a biennial event and the 2023 event was attended by 25 operators and over 40 trade agents. The format of the afternoon event is made up of 8-minute one on one appointments between operators and trade.

There will also be a morning session of market updates from Tourism NT's international in market teams which is open to all the tourism industry.

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## 📌 ATEC Meeting Place

**Date:** TBC (October in 2024)  
**Location:** State TBC  
**Cost:** \$1,899 (estimate based on 2024 inclusive of registration, some meals and events)

Meeting Place (MP) is ATEC's and the second largest tourism trade event after Australian Tourism Exchange. MP is made up of various event elements such as business-to-business meetings, conferencing sessions, networking functions, a gala dinner and much more.

The multi day trade event connects suppliers with buyers including inbound tour operators (ITOs) and online travel agents (OTAs) who distribute internationally via trade partners or direct.

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## 📌 Australia Marketplace

Australia Marketplace provides an opportunity for the Australian tourism industry to build relationships with qualified product planners, travel agencies, decision makers and tour operators from the regions in which they are held.

Previously Marketplace events were held annually however Tourism Australia has now confirmed these events will occur in each region every two years. This reduces the financial load on operators allowing them to visit more markets and less frequently.

To be kept up to date with Tourism Australia events [check their website](#).

### **South East Asia (Singapore, Malaysia, Indonesia)**

**Date:** 27 – 29 July 2025  
**Location:** TBC  
**Cost:** \$5,000 including meals and accommodation (estimate)

### **India**

**Date:** 31 July – 2 August 2025  
**Location:** TBC  
**Cost:** \$5,000 including meals and accommodation (estimate)

### **North America**

**Date:** 15 – 17 September 2025  
**Location:** TBC  
**Cost:** \$5,000 including meals and accommodation (estimate)

### **China**

**Date:** 10 – 13 November 2025  
**Location:** TBC  
**Cost:** \$5,000 including meals and accommodation (estimate)

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# Trade Events Domestic focus



## 📌 Central Australia Tourism Exchange (CATE)

**Date:** TBC (February in 2024)  
**Location:** Alice Springs Convention Centre, Alice Springs  
**Cost:** Free

Tourism Central Australia are proud to announce the return of the Central Australia Tourism Exchange (CATE). The event is designed to give operators the opportunity to showcase their products to a wide range of stakeholders, including distribution partners, local frontline staff, and key players in tourism.

CATE will prioritise giving operators a voice in a one-on-one information sharing session (similar to speed dating) and will be a great opportunity for you to promote your business products to the industry.

## 📌 NT Round Up

**Date:** 28 March 2025  
**Location:** Crowne Plaza Alice Springs Lasseters Convention Centre  
**Cost:** Free

NT Round Up is an annual domestic trade event where Tourism NT invites up to 25 domestic and NZ travel agents, product managers and wholesalers to experience the Northern Territory firsthand.

The 2025 event will take place in Alice Springs, in the Red Centre. The program features a dedicated 2-hour networking session where Northern Territory operators showcase their products in one-on-one appointments with the participating agents from Australia and New Zealand. While operators from across the NT are encouraged to participate, the emphasis will be on products available in the Red Centre. The following day, agents will embark on a comprehensive 'mega-famil', visiting Alice Springs, Kings Canyon, and Uluru, gaining valuable insights and firsthand experience of Northern Territory offerings from a consumer's perspective.

## 📌 Welcome to the Dry & Top End Travel Expo

**Date:** 4 – 5 April 2025  
**Location:** Mindil Beach Casino Resort, Darwin  
**Cost:** Free

Operators can build new business connections and increase awareness by showcasing their business to front of house staff, local consumers and key targeted sectors, including Tourism Top End Members, Tourism & Hospitality, Government & Business, Defence, Education and Business Event Planners. Tourism NT will also host domestic and NZ travel advisors, product managers and wholesalers to form connections with existing businesses or businesses that are new to distribution that want to expand their market reach. Top End Travel Expo is a great opportunity for members to present and promote their businesses directly to the public.

Like a Travel Expo consumer event, operators are encouraged to provide special deals for sale on the day.

## 📌 NT Muster

**Date:** 9 – 11 September 2025  
**Location:** Melbourne, Brisbane and Sydney  
**Cost:** \$1,300 registration. Travel and accommodation to Melbourne, Brisbane and Sydney at your own expense.

The NT Muster is an annual domestic trade roadshow organized by Tourism NT. Over the course of three days, this event provides a networking platform for Northern Territory operators and key distribution partners in Melbourne, Brisbane, and Sydney. Its purpose is to introduce the Northern Territory to Australia's eastern seaboard by showcasing its destinations, tourism products, and experiences to dedicated travel industry professionals.

# Famils

A familiarisation trip is an opportunity for travel trade and advisors to learn about a destination, tourism product and accommodation. Famils are critical to educate trade as it enables them to talk confidently to their clients and assist them selling your product or experience.

In addition to learning about your product, famils are a great opportunity for you to create relationships with frontline agents who are more likely to book your product and contact you directly with questions.

A famil budget should be allocated by all operators working with trade internationally and should be viewed as marketing activity to grow your business and distribution rather than a cost.

Tourism NT run over 20 famils per year, many of which are subsidised. Most trade famils will run with 6 - 10 delegates, media famils are smaller with 1 or 2 on average. We would recommend all operators allow for at least two famils per year.

If you would like to be involved in the famil program, please complete the form [here](#).



# Trade training programs



## Webinars

The international and domestic teams run training programs to educate trade about the NT.

The international team work with Inbound Tour Operators (ITOs) located in Australia and travel agents located overseas who are part of the Tourism Australia Aussie Specialist Program. In addition, they also run regular face to face and online training sessions in market.

The domestic team work with travel agents located in Australia and New Zealand through their Trade Training Program and the Aussie Specialist Program.

There are opportunities for operators to present their products directly to trade during these training sessions.

We are always on the lookout for new products and experiences, upgrades, renovations and any other newsworthy content.

- ITO webinars (quarterly and monthly by request)
- ASP webinars (bi annually)
- In market webinars and face to face training (monthly)

## Emails (eDMs)

Similarly to webinars, regular email communications are sent to trade updating them on Northern Territory product. Please share any updates, new images or video, so we can include this in our trade updates.

- ITO email (quarterly)
- ASP email (monthly)
- TNT internal email (fortnightly)

## Contact us

For more information regarding these, contact us at [trade.tourismnt@nt.gov.au](mailto:trade.tourismnt@nt.gov.au)



# Calendar



2024	Feb	Mar	April	May	July	Aug	Sept	Oct	Nov
<b>India Roadshow, Mumbai and Delhi</b> TNT only	13 - 18								
<b>Central Australia Tourism Exchange Alice Springs</b> Free	TBC								
<b>ITB Berlin, Germany</b> \$3,000 (estimated)		4 - 6							
<b>NT Round Up</b> Free		28							
<b>Welcome to the Dry &amp; Top End Travel Expo</b> Free			4 - 5						
<b>ATE 2025</b> \$5,912			27	1					
<b>Marketplace South East Asia</b> \$5,000 (estimate)					27 - 29				
<b>Marketplace India</b> \$5,000 (estimate)					31	2			
<b>Marketplace North America</b> \$5,000 (estimate)							15 - 17		
<b>NT Muster, Melbourne - Brisbane - Sydney</b> \$1,300							9 - 11		
<b>ITO Product Updates, Melbourne - Sydney</b> Free							9 - 11		
<b>NT Global Connect 2024 - Market Updates and Trade Event, Darwin</b> Free								TBC	
<b>NT Global Connect 2024 - Market Updates, Alice Springs</b> Free								TBC	
<b>ATEC Meeting Place</b> \$1,900 (estimate)								TBC	
<b>Marketplace China</b> \$5,000 (estimate)									10 - 13