

2024/2025 Prospectus



Trade Events International focus

Trade Mission - UK/EU

Tourism NT run missions are designed to take NT based operators to key international markets to provide the opportunity to connect with international buyers. They are ideally planned to run on alternate years to Tourism Australia's Marketplace events.

UK/Europe March 2024

Date: Monday 26 February – Sunday 3 March 2024

Location: UK, Germany

Cost: \$3,300

Note: Registrations for this event have closed.

The UK/Europe mission will take place between 26 February and 3 March 2024 to coincide with ITB 2024. The week long mission will visit Manchester, London, Frankfurt, Munich and Garmisch-Partenkirchen.

Tourism Northern Territory will be hosting this mission in conjunction with Visit Victoria.

New Zealand Roadshow 2024

Date: Wednesday 13 – Thursday 14 March 2024

Cost: Free. Travel and accommodation are additional.

Location: Auckland and Christchurch, NZ

Due to growing interest from the New Zealand tourism industry, Tourism NT will host a two day event in Auckland and Christchurch. The event will give operators an opportunity to present their products during on stage presentations to the New Zealand travel trade. At the end of the session, there will be an opportunity to connect and network with industry professionals.

ATEC Explore Northern Territory 2024

Date: Monday 15 – Tuesday 16 April 2024

Cost: \$750. Travel and accommodation are additional.

Location: Darwin

ATEC, in partnership with Tourism Northern Territory, is delighted to be delivering this trade engagement event, held in Darwin and surrounds.

Explore Northern Territory will include an afternoon/evening experiential welcome event, breakfast pitch session for new sellers and buyers, an industry panel session and business to business (B2B) meetings between ATEC buyer and seller members followed by networking happy hour drinks. Buyers will also have the opportunity to attend an exclusive pre/post fam program proudly supported by TNT.





Australia Tourism Exchange (ATE)

Date: Sunday 19 – Thursday 23 May 2024
Location: Melbourne
Note: Registrations for this event have closed.

Australia Tourism Exchange (ATE) is the Australian tourism industry's largest annual business-to business event. The event will bring together Australian tourism businesses with global distribution partners, to conduct scheduled business appointments and participate in key networking events.

ATE24 registrations have closed for 2024 and will open for the 2025 in October.

NT Muster ITO Events

Date: Tuesday 10 September and Thursday 12 September 2024
Location: Melbourne and Sydney
Cost: Free. Travel and accommodation additional.

The NT Muster ITO 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.

G'Day Australia

Date: Sunday 13 – Thursday 17 October 2024
Location: Perth, WA
Cost: \$5,000 including meals and accommodation (estimate).

G'day Australia will bring together Australian tourism businesses in a forum to train Aussie Specialists (frontline retailers from around the world) on their product through a combination of scheduled business appointments and networking events. Aussie Specialists will also be given the opportunity to experience Australia's tourism offering first-hand through pre and post-event familiarisations.

NT Global Connect 2024 – Market Update

Date: Thursday 17 October 2024

Location: Darwin

Date: Tuesday 22 October 2024

Location: Alice Springs

Cost: Free.

Tourism NT will host the annual NT Global Connect bringing our international in-market representatives to the Northern Territory. There are several opportunities for industry engagement as part of the event throughout the Territory including a market update session, available for all the tourism industry to attend.

Operators working in international markets will also have the opportunity to present their products to the in-market representatives during the day.

ATEC Meeting Place

Date: Monday 28 - Wednesday 30 October 2024

Location: State TBC

Cost: \$1,700 (estimate based on 2023 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.

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.

Japan

Date: 26 – 27 August 2024

Location: TBC

Cost: \$5,000 including meals and accommodation (estimate)

Korea

Date: 29 – 30 August 2024

Location: Seoul, South Korea

Cost: \$5,000 including meals and accommodation (estimate)

UK / Europe

Date: 18 – 20 November 2024

Location: London, UK

Cost: \$5,000 including meals and accommodation (estimate)



Trade Events Domestic focus

Central Australia Tourism Exchange (CATE)

Date: Monday 26 February 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: Friday 5 April 2024
Location: Mindil Beach Casino Resort, Darwin
Cost: Free

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

The 2024 event will be held in the Top End in conjunction with the Welcome to the Dry event. The format of the event includes a special 2-hour networking event for trade ready Tourism Top End members before the Welcome to the Dry commences in the afternoon. During the event TTE participating members have the chance to present their products directly to the agents during tabletop appointments. The following day agents will depart on a 'mega famil', gaining vital knowledge and understanding about the NT from a consumer's perspective experiencing NT products first hand.

Welcome to the Dry & Top End Travel Expo

Date: Friday 5 – Saturday 6 April 2024
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: Tuesday 10 – Thursday 12 September 2024
Location: Melbourne, Brisbane and Sydney
Cost: \$1,300 registration. Travel and accommodation to Melbourne, Brisbane and Sydney at your own expense.

NT Muster is an annual domestic trade roadshow hosted by Tourism NT. The three day event is a networking opportunity for NT operators and key distribution partners in Melbourne, Brisbane and Sydney. It is designed to bring the Northern Territory to Australia's eastern seaboard – showcasing the NT's destinations, tourism product and experiences to more than 500 trade travel agents.





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 with trade to educate them 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



Calendar



2024	Feb	Mar	April	May	Aug	Sept	Oct	Nov
UK/Europe Trade Mission \$3,300	26 - 3							
Central Australia Tourism Exchange, Alice Springs free	26							
ITB Berlin, Germany \$3,000 (estimated)	5 - 7							
NZ Roadshow, Auckland and Christchurch NZ free		13 - 14						
NT Round Up free	5							
Welcome to the Dry/Top End Travel Expo free			5 - 6					
ATEC Explore Northern Territory 2024 \$750	15 - 16							
ATE 2024 \$5,912				19 - 23				
Australia Marketplace Japan \$5,000 (estimate)	26 - 27							
Australia Marketplace Korea \$5,000 (estimate)					29 - 30			
NT Muster and ITO Events, Melbourne - Brisbane - Sydney \$1,300	10 - 12							
G'Day Australia, Perth \$5,000 (estimate)							13 - 18	
Global Connect 2024 - Market Updates. Darwin Free	17							
Global Connect 2024 - Market Updates. Alice Springs Free							22	
ATEC Meeting Place \$1,700 (estimate)	28 - 30							
Australia Marketplace UK / Europe \$5,000 (estimate)								18 - 20