

International Tourism Buyers Discover SA at ATEC Event

EARLIER this month ATEC, together with the South Australian Tourism Commission (SATC) held the annual DiscoverSA event, a showcase of the leading tourism products on offer in South Australia.

After a day of local sight seeing around Adelaide, delegates attended a welcome function at the spectacular Hennessy Rooftop Bar at the Mayfair Hotel where they experienced local wines.

A full day of B2B workshops saw close to 120 delegates attend business and networking events at the stunning Audi Stadium Club at Adelaide Oval.

ATEC also provided prospective members with a walk-through opportunity where they could experience the B2B workshop format and assess how they can use this valuable forum to grow their international tourism business.

SATC CEO, Rodney Harrex said "The SATC was pleased with the quality of buyers that attended DiscoverSA 2017 and to be able to showcase the diverse range of South Australian products to these buyers is a really valuable opportunity".

The B2B Workshop day was followed by nine different family itineraries with 57 buyers experiencing a broad range of quality itineraries across the state which they can now take back to their respective businesses and educate their teams on all that SA has to offer the international traveller.



B2B workshop sessions with suppliers were a key feature of the event.



BUYERS enjoying Kangaroo Island at Seal Bay on a famil.



CLARE Innes, Akki Hisakazu, Eva Ching and Tina Sun holding a koala at Cleland in the Adelaide Hills.



THE atmosphere was buzzing in the packed room as delegates got down to business.



MARK Blyth (SATC), centre, with buyers at the Flinders post-famil.



OYSTERS and wine at the Eyre Peninsula post-famil.