

# MEDIA RELEASE



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## Tropical North Queensland showcased at global event

More than 50 Tropical North Queensland operators will be promoting the destination at the largest tourism trade show in the Southern Hemisphere in Adelaide next week on May 10-14.

Tourism Tropical North Queensland (TTNQ) Chief Executive Officer Mark Olsen said the strong Tropical North Queensland contingent would ensure the destination gained maximum exposure at the Australian Tourism Exchange (ATE26).

"TTNQ's members travel to ATE each year as a team to continue our 50-year tradition of hunting as a pack by working together to put the destination first when selling local products," he said.

"More than 700 global tourism wholesalers and retailers from 31 countries attend the event to meet with 640 Australian products and destination marketing organisations represented by 1600 sellers.

"ATE is the peak international marketing opportunity for Australian destinations and this year presents an important opportunity to grow international visitation during a time of global uncertainty."

TTNQ's sales and marketing team has 168 appointments over three days between them in addition to Mr Olsen and General Manager – Marketing Lani Cooper attending meetings with Tourism Australia, Tourism and Events Queensland, aviation partners and global trade partners like Expedia Group.

"We have new products including Bloomfield Lodge participating and a strong Indigenous contingent as we work to elevate our First Nations products in the international marketplace," Mr Olsen said.

"TTNQ invited the six Indigenous products attending ATE to attend trade show pitch training to help them prepare for the event.

"The international buyers also participate in familiarisation programs and Tropical North Queensland will host five for the United States market, two for South America and one each for German, Italy and New Zealand as well as six Tourism and Events Queensland famils for the Western market.

"In addition to the official program, buyers from both the Western and Eastern markets will be experiencing the destination with the assistance of TTNQ and we have had many requests for Port Douglas products to be showcased, particularly from the American market."

**ENDS**

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