

# IMPACT OF



# AUSTRALIAN TOURISM EXCHANGE Adelaide 2018

15-19 April, Adelaide Convention Centre



Over  
**2,200**  
delegates



**78**  
media from  
**20**  
countries



Over  
**610**  
famil spots\*

**88**  
itineraries  
**11**  
regions

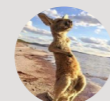
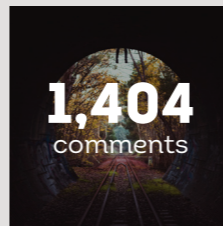
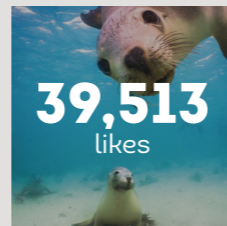
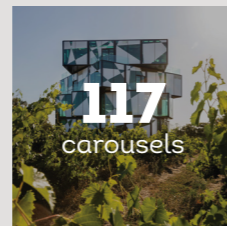
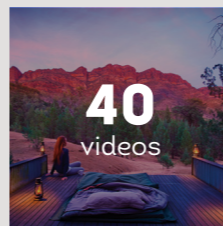
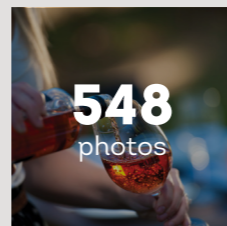
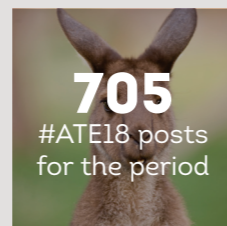


Over  
**240**  
operators^

## Instagram RESULTS



### #ATE18



### #SEESOUTH AUSTRALIA



**7,732** posts  
financial year  
high in April 2018



**21%**  
increase on the  
previous month



[WWW.TOURISM.SA.GOV.AU](http://WWW.TOURISM.SA.GOV.AU)

\*On pre and post families. ^Were used for families. This included restaurants, accommodation, attractions, wineries, tour/transfer operators.