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'Team NSW' at ATE 2012 delegates' fingertips

Global tourism buyers, sellers and media representatives at this year's Australian Tourism Exchange in Perth can now download a free iPhone application that gives them access to the more than 70 'Team NSW' representatives.

Destination NSW Chief Executive Officer, Sandra Chipchase, said the free app is available in seven languages and to download free to use at ATE 2012 at the Perth Convention and Exhibition Centre from 15-21 June.

"The app was developed by Destination NSW to assist international delegates at ATE to connect with New South Wales tourism industry representatives and Destination NSW staff," Ms Chipchase said.

"The Australian Tourism Exchange is Australia's premier annual tourism event, organised to promote the best of Australian tourism to the international travel and tourism trade.

"The event is the largest international travel trade show of its kind in the southern hemisphere.

"More than 700 international buyers from 40 different countries will attend the Australian Tourism Exchange with NSW showcasing tourism experiences from over 50 different companies.

"The event offers a fantastic opportunity for operators to show why NSW remains the most popular destination for international visitors to Australia."

The app has information about Sydney and New South Wales and background to some of the State's top tourism experiences who are taking part in ATE 2012, including the Sydney Opera House, BridgeClimb Sydney, Wolgan Valley Resort & Spa, Westfield and Sea Sydney Cruises.

Ms Chipchase said Destination NSW will also be supporting tourism operators from Sydney and regional NSW with a range of media and promotional events as well as facilitating meetings and networking opportunities with international wholesalers.

"The new 'Team NSW' app will allow delegates access to NSW team prior to and following their appointments.

"Other features of the app include Team NSW delegates' names, their photographs, short company profile and website address.

"The app will also detail what's happening on the NSW stand, its schedule of hospitality and networking opportunities as well as the ATE floor plan."

To download a free copy of the 'Team NSW app, go to the Apple store and look for "Team DNSW ATE 2012".

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