

Floating Images not just hot air

Floating Images last month represented Ipswich at the Australian Tourism Exchange in Adelaide



THE Australian Tourism Exchange (ATE) is Australia's premier tourism trade event and the largest international travel trade show in the southern hemisphere.

The event is organised by Tourism Australia and was last month staged for the first time in Adelaide.

Floating Images was Ipswich's only tourism representative and one of eight tourism operators from the greater Brisbane region to attend ATE over June 19-21.

The objective of ATE is to provide a forum for Australian tourism businesses to meet with key international buyers from around the world. International buyers are selected by Tourism Australia to ensure the most influential people meet with Australian tourism businesses.

The event also provides the international travel trade with the opportunity to experience

the destination first hand. ATE is an event open to the Australian travel trade only and represents a unique opportunity for attendees to increase their share of the inbound travel market.

Around 1700 Australian seller delegates from nearly 650 companies met with nearly 600 key overseas buyer companies from over 40 countries.

"Floating Images began selling our tourism product - Hot Air Balloon flights - the city of Ipswich and the Scenic Rim region to international buyers from all over the world." Floating Images managing director Graeme Day said.

"Floating Images is very proud of the fact it is the first Ipswich tourism operator to be accepted to attend ATE 2006," Mr Day said. "The team has been promoting their ballooning activity and the local region to interstate, interstate and international markets for more

than four years. "Floating Images is very enthusiastic about placing Ipswich on the tourism map," Mr Day said.

He said they were receiving lots of inquiries and bookings for their balloon flights and accommodation packages from all over Australia and the world.

"Our website, www.floatingimages.com.au, provides direct access for travellers and visitors who wish see the great scenery we have to offer of Ipswich and the Scenic Rim region."

This tranquil form of transport allows people to view the breathtaking scenery of the valleys of the Scenic Rim, a diverse and beautiful region set against the spectacular natural backdrop of the Great Dividing Range.

Ballooning is ideal for people from all walks of life. For more information on Floating Images call 3284 8770 or email info@floatingimages.com.au.

FLYING HIGH: Floating Images was Ipswich's only tourism representative at the Australian Tourism Exchange in 2006.