



## Thrifty Car Rental creates new connections at international trade event

Thrifty Car Rental had the opportunity to meet dozens of potential buyers at this year's Australian Tourism Exchange (ATE).

Thrifty was represented for four days at the industry event, which took place in the Sydney Convention and Exhibition Centre, Darling Harbour.

One lucky buyer, Jen Snow, Product Manager for Freedom Destinations in the UK, also walked away with a brand new iPad 2 in a competition run by Thrifty.

Thrifty National Leisure Sales Manager Mark Taylor said: "The ATE was a great way for us to showcase our business and we met with approximately 60 buyers from markets including the UK, Europe, the Americas and New Zealand."

"Our 'win an iPad 2' competition was really popular and was a nice way for us to say thanks to the buyers for attending and spending time with our representatives."

The ATE is the largest trade industry event of its kind in the southern hemisphere.

Mark continued: "ATE is a fantastic showcase of the best of Australian tourism product. As the only 100% Australian owned international car rental brand Thrifty is best placed to give the overseas traveller a true taste of what our country has to offer.

"The theme of this year's ATE was Australian Journeys so what better way to experience Australia than by renting a car from Thrifty Car Rental. We're based at more than 210 locations nationally, including convenient locations in key tourist areas such as Darwin, Alice Springs, Uluru and Cairns."

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