

### **AFTA to re-launch AFTA webMAIL on 24 March 2010**



AFTA has today announced that the new AFTA webMAIL will go live to travel agents across Australia on Wednesday 24<sup>th</sup> March 2010.

This brand new software, which AFTA has developed over the past 4 months will enable many enhanced features and ease of use in this next generation of AFTA webmail. The software is housed on a dedicated server owned by AFTA and serviced by a state of the art data centre. The new dedicated environment will ensure faster access, more enjoyable look for agents and a more comprehensive way for suppliers to present bookable and current offers to agents.

With improved search functionality, along with a fresh format for the daily email alert, the new AFTA webMAIL has received excellent feedback from test user groups from both the agency and supplier sectors of the industry.

AFTA Chief Executive, Jayson Westbury, said today “In creating the new AFTA webMAIL, we have taken the core functions of the existing software and gone back to the drawing board, to completely overhaul the look and feel of webMAIL, as well as bringing it up to date with current technology.”

“The new system is much faster, more reliable and easier to use. Agents will be able to search for product information more easily and suppliers will find it easier to provide this information to the agency community.”

Key changes to the agency functionality include the ability to view product in the overnight email according to brand, as well as in product categories, while from a supplier point of view there have been major changes to the way product is uploaded and distributed, making it easier and more efficient.

And there is more to come.

“We are not stopping here. There are further developments which will be taking place over the coming months to increase the value and functionality of AFTA webMAIL, including webMAIL Advertising Graphics and syndication of consumer facing product information to agency websites, so stay tuned” Westbury said.

All current AFTA webMAIL travel agent and supplier users have been migrated to the new system automatically and product that is current in the database at 24 March will also be migrated across.

AFTA is very pleased to confirm that this service will remain completely free of charge to travel agents.

AFTA webMail has been a valuable tool to the industry over the past 10 years and this new software will ensure that both agents and suppliers continue to have access to this service for the next decade and beyond.

Ends.

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