

# KEY REASONS WHY AFTA IS YOUR PASSPORT <sup>TO</sup> SUCCESS

## • BOOST YOUR CREDIBILITY AND TRUST WITH ATAS

The ATAS logo is a seal of approval from the national representative body for travel agents – AFTA. It tells savvy travellers that you are a trusted, professional and ethical business.

Only accredited travel agents receive the right to use the 'ATAS – travel accredited' branding. Featuring the logo in your outreach to clients gives travellers peace of mind and can strengthen your business' reputation and value proposition to the consumer.

## • CONNECT WITH MORE TRAVELLERS

AFTA is committed to educating consumers about ATAS and the benefits of booking travel with an industry accredited travel agent. AFTA undertakes a range of marketing initiatives on behalf of ATAS accredited agents across television, radio, print and online.

All ATAS accredited businesses receive a listing on the consumer website – ATAS.com.au – by location and contact details. Every month there are over 2,500 search directory enquiries.

## • ARM YOURSELF WITH RESOURCES

AFTA arms you with useful resources to help promote yourself as an accredited business. This includes email signature banners, consumer information flyers and support to download and use the ATAS logo across your website, in store and all marketing collateral.

ATAS also offers a range of cooperative initiatives to help you market your business to the consumer.

## • FUTURE PROOF: BE A COMPLIANT AND ETHICAL BUSINESS

ATAS accreditation means you've met the highest of standards across a range of criteria including assessment of finances, minimum levels of training and operate in accordance with Australian Consumer Law. Additionally, ATAS ensures your business has the appropriate policies and procedures in place to respond to consumer questions and grievances, elevating you above the competition.

## • GROW YOUR BUSINESS

AFTA is committed to elevating industry standards and supporting your business growth. AFTA provides a business planning and advisory service available to AFTA members.

We conduct free monthly webinars carefully crafted to cover a range of important topics – marketing, accounting, HR & legal matters, workplace health & safety and business best practice – to help you build a lasting business.

If you're new to the travel industry, then accreditation is vital to operations as some suppliers won't do business with you unless you're ATAS accredited.

## • PROTECT YOUR LIVELIHOOD AND YOUR FUTURE

AFTA is the voice of the travel industry and deals with all major issues relating to the operation of travel agencies in Australia, at both State and Federal levels.

AFTA prides itself on being the industry watchdog where it ensures that the viewpoint of the agent is transmitted through media outlets and advocating through lobbying activities. Tools, resources and government submissions on all major issues are available on the AFTA website – [afta.com.au](http://afta.com.au).

## • AFTA CHARGEBACK SCHEME (ACS)

AFTA Chargeback Scheme (ACS) is available to ATAS accredited travel agencies and provides protection against consumer debit and credit card chargebacks. ACS is a Mutual Beneficiary Fund owned by ATAS entities and at no cost to members. To find out more visit [www.afta.com.au/ACS](http://www.afta.com.au/ACS)

## AUSTRALIAN TRAVEL CONSUMER STATISTICS



Use a travel agent for overseas trips.



Look for the ATAS symbol.



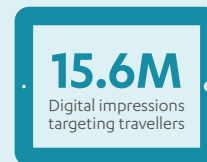
Will choose an ATAS accredited travel agency over a non-accredited agency.

## CONSUMER REACH

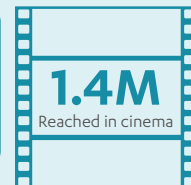
At AFTA, we promote ATAS travel experts, educating consumers every day.



Reached on television nationally plus 4.2 million reached across regional Australia



Digital impressions targeting travellers



Reached in cinema



ATAS video views online



3.85M

Reached nationally on commercial radio at a frequency of 8.5 times



6 MILLION

Reached in print, newspapers, travel publications and inflight magazines



2.5K

ATAS directory searches every month

ATAS  
travel accredited

afta  
AUSTRALIAN FEDERATION  
OF TRAVEL AGENTS

afta  
CHARGEBACK SCHEME  
ACS

For more information or to become ATAS accredited, please contact us at:  
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T 02 9287 9900 W [www.afta.com.au](http://www.afta.com.au) or [www.atas.com.au](http://www.atas.com.au)  
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