

AFTA hires Marketing Manager for the Accreditation Scheme

AFTA welcomes a new member to the team today, Joanne Tralaggan, who has been appointed as Marketing and Communications Manager for the new industry led accreditation scheme.

Jo is a creative, motivated and experienced marketing professional whose most recent role was as Destination Marketing Manager at Destination Wollongong. Leading a team of six she was responsible for strategies which saw consistent Visitor Economy growth in the Illawarra of 10% in day trippers, despite a declining Regional state average of -2.2% (DNSW YE March 2013).

Prior to joining the Travel & Tourism industries, Jo worked for the Global Full Service Marketing Agency, Crea Pty Ltd where she was responsible for McDonald's family marketing activities and the full management of all promotional programs across Australia and New Zealand. At McDonald's request, Jo was also seconded to the McDonald's Consumer Insights Team where she worked on projects which directly influenced menu pipeline development and marketing strategies.

Jo believes that the mixture of agency, corporate, destination marketing and research experience will put her in good stead for the challenges of developing the new AFTA Travel Accreditation Scheme.

"Strategic planning, brand development, campaign planning & execution, online marketing including the new world of social media and strong relationship management are particular strengths of mine and I am excited to combine all these skills in the development of a new Accreditation Scheme," she said.

Gary O'Riordan, General Manager – Accreditation at AFTA said he was "delighted to be able to appoint someone of Jo's experience and calibre to this crucial role. Jo will bring a sharp marketing focus to the scheme and will be responsible for creating the brand for the accreditation scheme and attracting travel intermediaries to join the scheme and to educate consumers on why they should purchase travel through an accredited travel intermediary."

ENDS.

Notes to Editors:

The Australia Federation of Travel Agents (AFTA) is the peak body in Australia representing the retail travel industry. Founded in 1957, AFTA represents the majority of travel agents in Australia and includes all of the major travel agency groups.

AFTA's role is to uphold the interests of members in matters relating to the operation of all travel agencies in Australia. In broad terms these issues are ones that are not addressed by agent chain or corporate entities on behalf of their members, and are ones that involve the industry as a whole.

Contact:

Any media enquiries may be directed to Gary O’Riordan General Manager AFTA - Accreditation on 0412 513 814 or gary@afta.com.au