



MEDIA RELEASE

Are you ATAS accredited? Research says consumers want to know.

[For Immediate Distribution:] New research, commissioned by the Australian Federation of Travel Agents (AFTA) and conducted by FiftyFive5, a global research agency revealed that awareness of ATAS drives usage, influencing where a consumer books their travel.

"In the research, consumers clearly told us, that they want to know when a business is accredited. 60% of all respondents said that ATAS is relevant to their travel plans and more than half of all travellers worry when a business fails to articulate their accredited status. This is in line with the calls AFTA takes on a daily basis where consumers are validating if a business is accredited or not," said Jayson Westbury AFTA Chief Executive.

The research also revealed 82% of overseas travellers will actively look to book with an ATAS accredited travel agent.

"34% of overseas travellers will speak to a travel agent but for various reasons not book through that agent. The research says travel agents are missing out on business by not telling the consumer they are accredited," said Westbury.

According to the research only 4% of AFTA's membership base are actively discussing ATAS with their clients.

"4% of members discussing ATAS is not enough, we need everyone working together. AFTA reinvests every available dollar into promoting the value of travel agents and educating the consumer about ATAS. We are doing our bit and I'd like to encourage our extensive network of accredited members to join us in the crusade. Think how wide and deep and powerful our message would be if all 3,000 travel agent locations right across Australia shared the 'ATAS' message," said Westbury.

"As a result of the research findings, throughout August AFTA will be undertaking an industry wide education campaign to help ATAS agents realise the full potential of the value of being accredited and look to increase the awareness amongst travel consultants who need to talk about the scheme with their clients more often," added Westbury.



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AFTA has produced a short video which summarises the research results and explains why ATAS accredited travel agents are missing out on potential business by not telling consumers that they're ATAS accredited.

The video can be viewed [here](#) and accredited agents are invited to the AFTA website to learn how to maximize their ATAS accreditation. Visit www.afta.com.au/awareness.

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Notes to Editors:

The Australian 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.

ATAS -TRAVEL ACCREDITED: The AFTA Travel Accreditation Scheme (ATAS) is an industry accreditation Scheme that sets the benchmark of quality for the travel industry.

ACS – AFTA Chargeback Scheme: Is a separate entity limited by guarantee as a Mutual Beneficiary Fund established for the benefit of ATAS Accredited AFTA members. ACS protects travel agents from debit and credit card chargebacks as a result of end supplier failure.

AFTA is committed, through ATAS, to elevating travel industry standards in Australia by driving increased and continued participation by travel intermediaries in ATAS and raising consumer awareness of the benefits of booking travel through an ATAS accredited agent.

The accreditation Scheme is open to all travel intermediaries (those that buy and sell travel).

ACS participation is open to any ATAS accredited travel agent.