

HERE'S WHY YOU SHOULD BE ATAS ACCREDITED

BOOST YOUR CREDIBILITY AND TRUST WITH ATAS

In Australia, AFTA administers the only accreditation scheme for travel businesses called ATAS (AFTA Travel Accreditation Scheme). The symbol represents that the business has met strict criteria in order to become accredited and that the business is credible, experienced and professional.

CONNECT WITH MORE TRAVELLERS

AFTA is committed to educating consumers about ATAS. In fact, in 2019 more than 9 million consumers were reached through savvy marketing initiatives across television, radio, print and online.

ARM YOURSELF WITH RESOURCES

Research indicates that consumers are 85% more likely to book with an ATAS accredited travel agency next time they travel, so it is important that you use ATAS in your selling narrative to the consumer. AFTA can help arm you with useful resources to help promote yourself as a credible accredited business. Contact us to find out how at afta@afta.com.au

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.

Additionally we conduct free monthly webinars carefully crafted 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.

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



TRUST TRAVEL AGENTS MORE

AFTER SEEING THE ATAS TVC



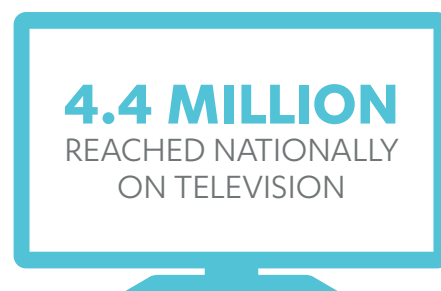
WILL BOOK WITH AN **ATAS ACCREDITED TRAVEL AGENCY** OVER A NON-ACCREDITED ONE

IN 2019 ATAS REACHED 9 MILLION CONSUMERS

6,000 ATAS DIRECTORY SEARCHES EVERY MONTH



155,000 VISITORS
TO THE ATAS WEBSITE



4.4 MILLION
REACHED NATIONALLY
ON TELEVISION



4.8 MILLION
REACHED THROUGH RADIO



5.2 MILLION CONSUMERS
REACHED ONLINE