

## PRESS RELEASE

---

**10 April 2014**

### **Flight Centre gets onboard ATAS**

- **Flight Centre Travel Group has announced it will be joining the voluntary, industry-led AFTA Travel Accreditation Scheme (ATAS)**
- **ATAS will further elevate travel standards across the nation and help consumers identify reputable, professional and reliable travel agents**

Flight Centre has today demonstrated their support and commitment towards the newly introduced AFTA Travel Accreditation Scheme (ATAS) by becoming the first major travel group to indicate it will join as a member.

Flight Centre, their member agencies, and their customers will start to reap the rewards of the new accreditation from the schemes launch on 1 July 2014. ATAS will further elevate the standard of travel providers across the country, while removing unfair financial and administrative burdens that Australian travel agents have previously faced.

Jayson Westbury, AFTA Chief Executive said he is thrilled that one of the nation's most influential travel groups has decided to make the move to ATAS.

"ATAS provides a level and consistent playing field for the Australian travel industry while limiting red-tape and ensuring customers are protected by high standards of business and professional conduct. This truly is a win-win outcome for both Flight Centre, and their customers."

The accreditation scheme has been carefully developed after extensive consultation with the industry, governments and consumers to meet the needs of Australia's unique travel marketplace.

Gary O'Riordan, General Manager of the Accreditation Scheme said this transition means that Flight Centre customers will recognise the benefits that come from dealing with an ATAS-accredited agency.

"Flight Centre will now be evaluated by ATAS's quality assessment criteria on key areas including business disciplines, solvency, training and compliance. This means that consumers will have peace of mind knowing that they are dealing with agencies that are clearly stamped with a reassuring indicator of quality and reliability."

"AFTA has more than 50 years experience in delivering standards for the travel agency community in Australia and ATAS continues this legacy. Flight Centre's decision to join ATAS demonstrates a clear level of industry confidence in the new scheme and we look forward to welcoming other travel groups, agencies and travel intermediaries to ATAS," Gary added.

## PRESS RELEASE

---

For travel intermediaries wishing to transition to ATAS, AFTA will be holding workshops on *Becoming Travel Accredited* around Australia in May to support the opening of applications for ATAS.

The workshops will outline how travel intermediaries can become travel accredited, the online application process, marketing initiatives and to provide an overview of the supporting consumer awareness campaign to take place in line with the official launch of ATAS. More information on workshops can be found [here](#).

### **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.

**MEDIA CONTACT: Gary O'Riordan - 0412 513 814**