



PRESS RELEASE

ATAS: A GROWING MARK OF INDUSTRY QUALITY

[6 November 2014:] The AFTA Travel Accreditation Scheme (ATAS), launched 1 July 2014, is fast becoming the industry mark of quality and professionalism it was intended to be.

Strong industry support is illustrated by the high levels of applications as well as public endorsement by significant industry suppliers who have mandated ATAS accreditation as part of their supplier agreements.

According to General Manager, Gary O'Riordan, AFTA anticipates that over 80% of the industry will be ATAS accredited by the new year.

"Over 2,300 travel agent locations across Australia have already embraced the new industry scheme by becoming accredited and a further 550 entity applications are being processed," said O'Riordan.

Strong evidence of growing consumer awareness also exists.

"The recent Government Campaign "Pack some peace of mind", which recommended consumers use an accredited ATAS agent, received an impressive 32 million consumer "eyeballs" throughout its online activity and this figure doesn't include the extensive print, radio & social activity undertaken," said O'Riordan.

"AFTA has dovetailed this solid consumer marketing activity, by launching our own 4-week radio campaign which will reach 1 million consumers who intend to travel overseas in the next 12 months," said O'Riordan.

AFTA Chief Executive, Jayson Westbury added, "in a global market place in which consumers make choices to book travel via all kinds of intermediaries, ATAS accredited agents will stand out from a sea of competition based upon a legitimate positive value proposition."

"ATAS provides travel agents with a third party endorsement to highlight the professionalism and high standards required to be accredited," said Westbury.

"As suppliers across the travel value chain choose to do business with travel agents they reap the rewards of a well organised and structured industry via those that take on ATAS accreditation. AFTA has always valued the support of Qantas and we welcome the comment included in this release about ATAS," said Mr Westbury.



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"Qantas has a long history of supporting the important work of AFTA to foster a highly competitive and innovative travel sector and we look forward to continuing to work closely with travel agents, including through the extensive work led by AFTA to create the new ATAS accreditation scheme," said Rob Harrison, Head of Qantas Agency Partnerships.

"AFTA welcomes these comments and thanks Qantas for their support of travel agents accreditation standards and we look forward to working with Qantas on other innovative ideas that develop the professional standing of travel agents across the country," concluded Mr Westbury.

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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.

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).