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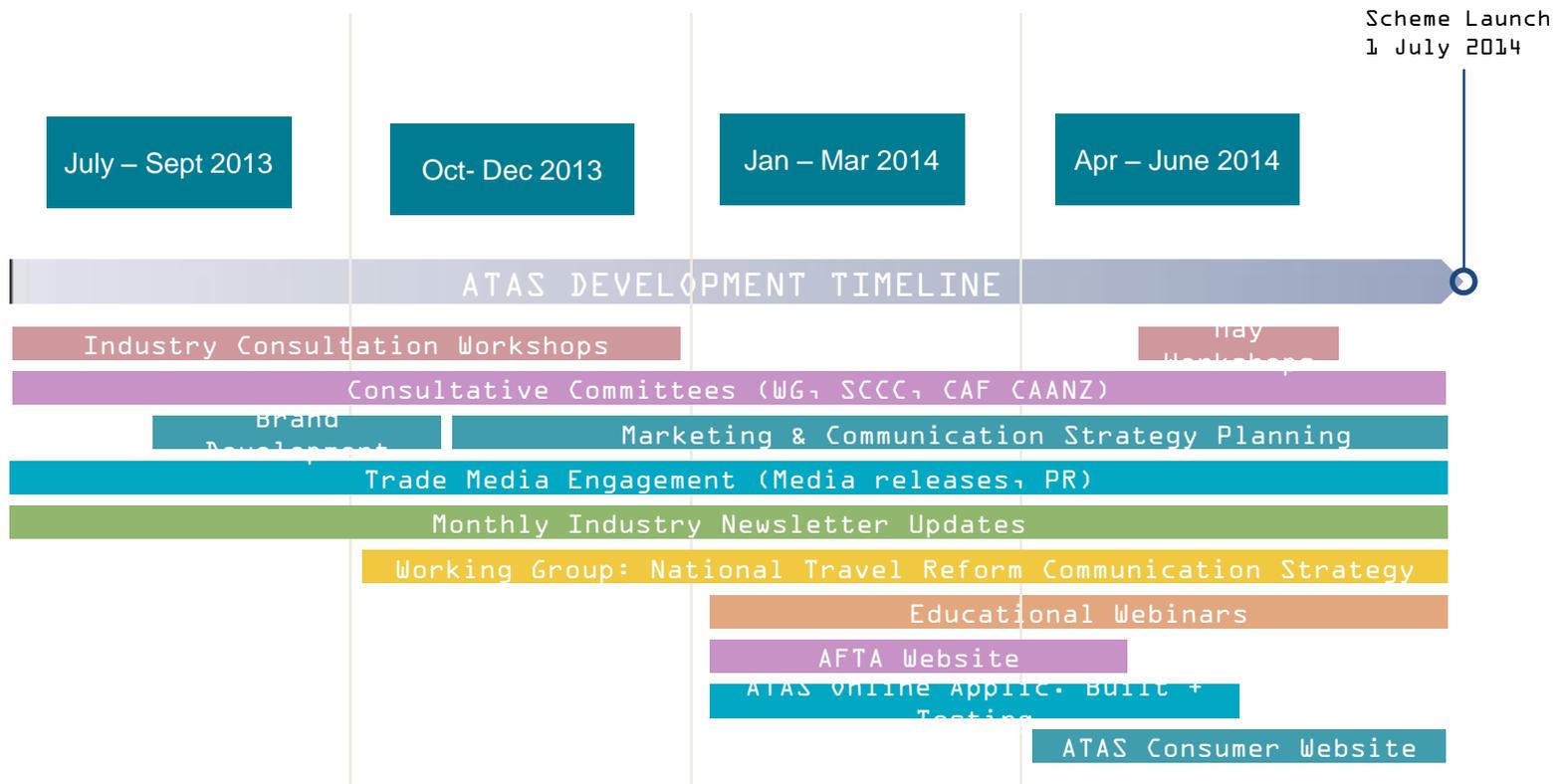


AFTA'S LEADERSHIP





ATAS Development - intense planning & consultation





ATAS delivers on reform objectives

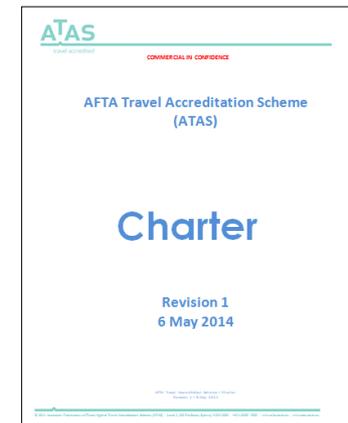
- Remove inconsistencies between state-based licensing requirements
 - ✓ ATAS is national voluntary industry accreditation scheme
- Create a level playing field
 - ✓ ATAS is for ALL travel intermediaries (those that buy and sell travel)
- Reduce compliance burden and cost on travel intermediaries
 - ✓ Lower cost of entry, no participation / license fee, no annual audit
- Elevate travel industry standards
 - ✓ Participants are vetted against strict criteria to help consumers identify reputable, professional and reliable travel professionals.



Helps consumers identify reputable & professional travel businesses.

Charter provides sound governance

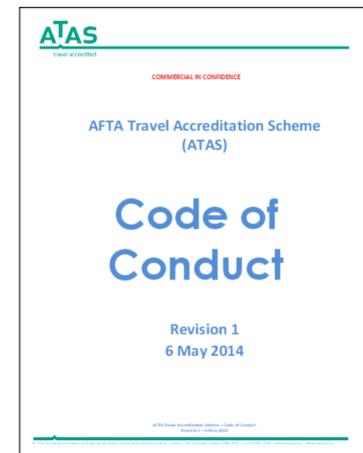
- 5 primary ATAS objectives – nationally recognised scheme, elevate standards, educate consumers about the benefits, disputes resolution, professionalism of the travel industry
- Becoming a participant
- General commitments – Code compliance
- Resolving complaints and disputes – ACCMC, escalation process
- ATAS Code compliance, monitoring and sanctions - appeals
- Confidentiality and conflict of interest
- Definitions
- Attachments – Code, Deed Poll, Fees, Use of ATAS symbol, Solvency definition, Complaints Handling Policy, ACCMC Terms of Reference





Code of Conduct elevates industry standards

- About ATAS
- ATAS Benefits
- Key Commitments and Obligations (from the travel intermediary's perspective)
- Information you will provide about your service delivery
- Professional resolution of complaints and disputes (including appropriate escalation procedures)





Robust criteria ensures scheme integrity

1. Meet the definition of a 'Travel Intermediary'
2. Workforce development
3. Dispute resolution & complaint handling
4. Commercial safeguards
5. Business compliance and governance
6. Charter & Code of Conduct
7. Consumer protection & engagement (Deed Poll, ACL)
8. Payment of fees
9. [Special criteria for start-up businesses](#)

Criteria 9 (Start-up businesses)

Defined as business that is in the first stages of its operations, and has either recently started trading or is about to commence trading. This business did not hold a travel agent license in 2013/14.

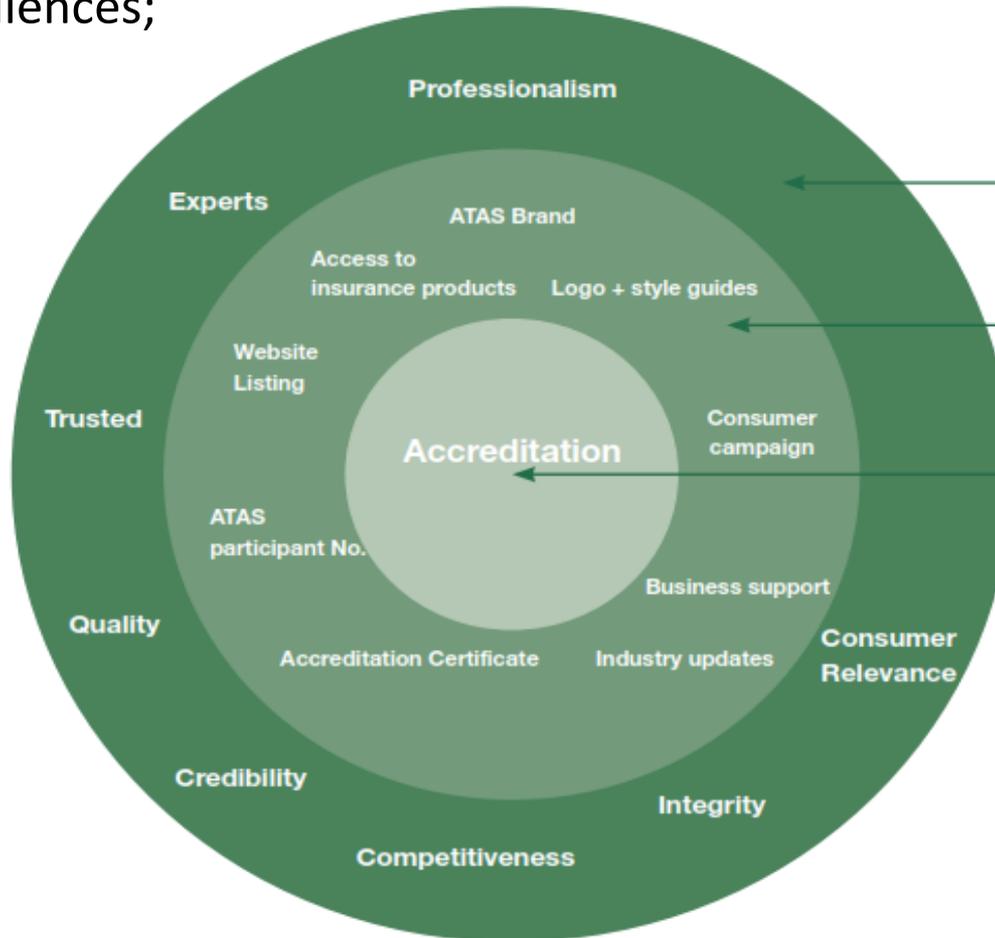
The following documentation must be provided with an application:

- Forecast operational budget (12 month minimum) – outlining cash reserves, borrowing capacity or details of other means available to meet operational expenses and the estimated timing of revenues and expenses
- Business Plan– including start-up business information, financial, professional fees (legal and/or accounting), regulator charges (cost to incorporate etc.)
- Copy of your Business Name / ABN Registration
- Copy of your most recent bank account statements (including the setup of a Client Account)



Two Target Audiences;

1. Trade
2. Consumer



Core Product



Marketing Objectives

Consumer

- ✓ Raise awareness of ATAS
- ✓ Promote the benefits of booking through an ATAS accredited travel agent
- ✓ Encourage Australian Consumers to actively seek out and book their travel through ATAS accredited travel agent.

Trade

- ✓ Australia-wide marketing program which maximises travel intermediary ongoing participation in ATAS.
- ✓ Leverage the national integrated consumer marketing campaign to help drive business to ATAS accredited travel intermediaries
- ✓ Encourage travel intermediaries to promote ATAS brand and benefits in their daily operations & marketing activities



Trade & Consumer Websites

The screenshot shows the afta website homepage. At the top, there is a navigation bar with links for AFTA, ATAS, Events, Education, News Hub, and Contact. Below the navigation bar is a large banner image of a city street with a car. The main content area features a 'WELCOME TO AFTA' section with a brief description of the organization. Below this is a section for 'THE TRAVEL INDUSTRY EXHIBITION' held from 18-19 July 2014, with three sub-sections: 'ATAS WORKSHOPS: BECOMING TRAVEL ACCREDITED', 'TRAVEL INDUSTRY EXPO: 18-19 JULY', and 'NTIA TICKETS ON SALE!'. At the bottom, there is a 'Latest Industry News & Events' section with two news items: 'Thailand >' and 'Croatia >', each with a 'Smarttraveller Advice' link. A 'Latest Tweets' sidebar is also visible on the right.

The screenshot shows the ATAS website homepage. At the top, there is a navigation bar with the ATAS logo and a search bar. Below the navigation bar is a large banner image of a beach with a wooden pier. The main content area features a 'PEACE OF MIND' section with a sub-header 'Booking with an ATAS accredited agent gives you access to highly credible, experienced and trusted travel professionals.' Below this is a search form for finding an accredited ATAS travel agent, with fields for State, Agent Name, Suburb or Town, and Postcode. To the right of the search form is a vertical menu with links for 'WHAT IS ATAS?', 'TRAVEL ALERTS', 'BEFORE YOU TRAVEL', 'REPORT AN AGENT', 'CONTACT US', 'ATAS VIDEO', 'WATCH NOW', 'TRAVELLING OVERSEAS?', 'PRE-DEPARTURE CHECKLIST', 'MAKE A COMPLAINT', and 'LATEST TRAVEL ALERTS'. The 'TRAVELLING OVERSEAS?' section includes a registration form and a checklist. The 'LATEST TRAVEL ALERTS' section shows a news item for 'France >' dated 10 November 2014.



Trade Engagement

**NOT ACCREDITED?
WHAT WILL YOUR CLIENTS THINK.**

The AFTA Travel Accreditation Scheme provides a valuable third party endorsement, helping consumers identify reputable, trusted and professional travel businesses.

Apply now afta.com.au.

Example: ad for trade promotion

Sabre Red App of the week: SeatGuru
Quickly find seating, amenities, and reviews.
By it now!

Travel Daily
First with the news
Monday 3rd November 2014

FRENCH TRAVEL CONNECTION
FREE Credit + \$100 gift card!
\$1,000* credit for clients

Travelport
Accelerating travel commerce

AirAsia now available on Travelport

Excite Europe expansion

B2B wholesaler Excite Holidays has today confirmed its expansion abroad, with the Australian-owned company announcing it has established a presence in London during World Travel Market in London.

Already entrenched in the local market and with offices in Bangkok, Athens and Dubai (TD 09 May), Excite Holidays will now channel new business through a dedicated London base.

"Our decision to venture into the European market is based on the exceptionally high demand for our wholesale and Web Services product on a global scale," Excite Holidays CEO George Papaloannou said this morning. Excite's product portfolio of over 250,000 hotels & apartments.

Seven pages of news
Travel Daily today has seven pages of news & photos, a front cover page for Qantas plus full pages from:

- AA Appointments jobs
- Travel Trade Recruitment
- Cruiseabout job ads

TRAVELMARVEL
Travel More

CANADA & USA 2015
FEATURING ALASKA & MISSISSIPPI RIVER CRUISING

HURRY! EARLYBIRD FLY FREE OFFERS END 28 NOVEMBER 2014

CALL 1300 300 036
www.travelmarvel.com.au

QF earlybird incentive

AGENTS are being reminded to take part in this year's Qantas Earlybird promotion, with prizes including a First Class return trip to London for two up for grabs. See the cover page for details.

Win a trip to Mauritius

TODAY we're launching our new monthly competition, with a trip for two to Mauritius on offer courtesy of Air Mauritius and Sun Resorts - details on page 7.

Cruiseabout jobs

CRUISEABOUT is currently on a recruitment drive for consultants around the country, with roles in Brisbane, Melbourne, Geelong, Canberra & Sydney - see page 9.

THAILAND 2015/16 brochure available online now!

Click here to view

Holidays
For more information visit www.qhvac.com.au

With 6 great city locations, **Mantra** is your number 1 **Brisbane** destination.

[learn more](#)

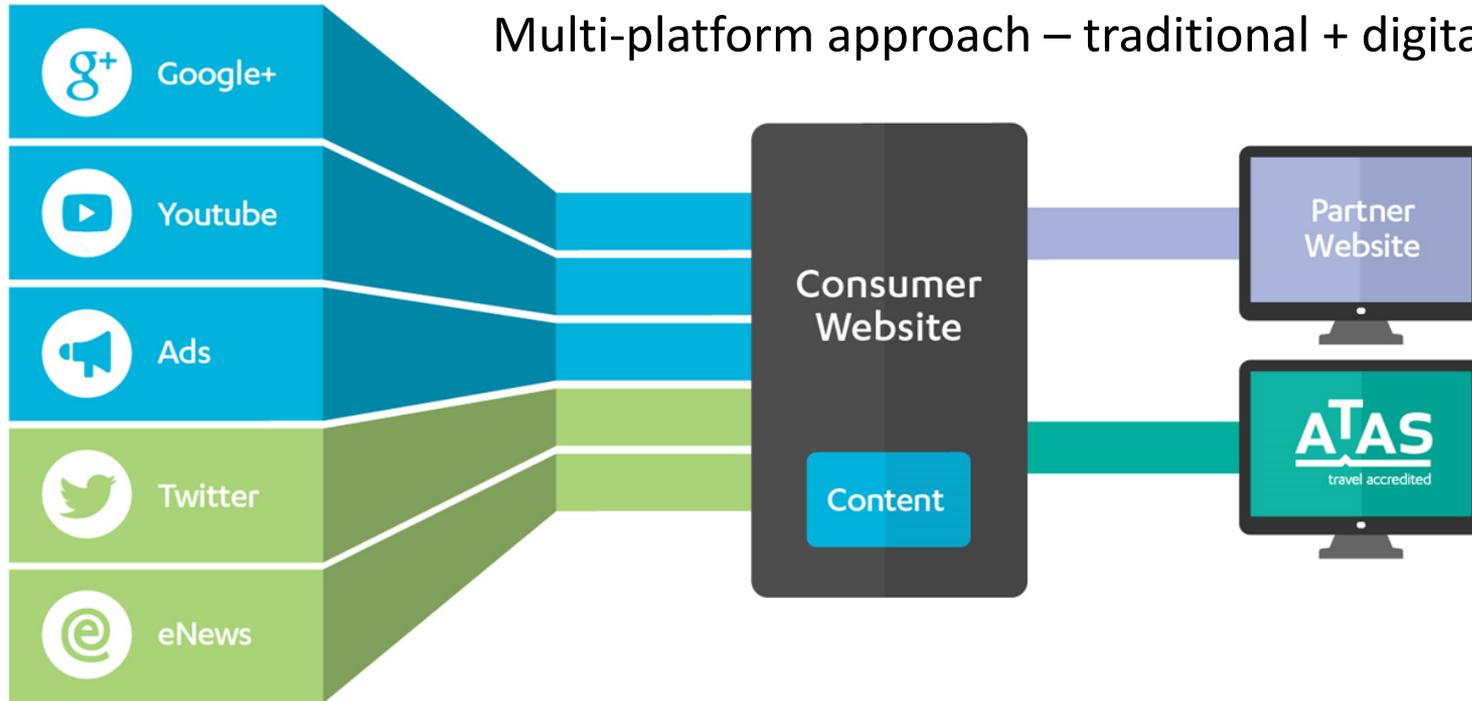


Stems from our research





Multi-platform approach – traditional + digital



The traditional space will be used to raise awareness of the ATAS brand.



Paid & free PR via mainstream media – Print + Radio



Inflight Magazines



Industry to consumer – equipping the industry the right tools.



2.7 MILLION ACTIVE AUSTRALIAN USERS



1.5 MILLION CONSUMERS RESEARCHING EACH MONTH



13.4 MILLION PEOPLE INTERACTING

1.6 MILLION USERS SHARING



3.9 MILLION PEOPLE CONNECTING



60,000 ACTIVE USERS EACH MONTH



13 MILLION PEOPLE WATCHING



Radio Campaign;

to reach over 1 Mill consumers who intend to travel overseas in the next 12 months.



Radio – the most cost effective medium for mass reach & frequency.

Consumers are 6 x more likely to visit a website after having heard it on radio.





Inflight Magazine;



Readership
1.2mill+



Qantas &
Virgin Nov 2014
Issues

DID YOU BOOK THIS FLIGHT WITH AN
ATAS
ACCREDITED
TRAVEL AGENT?

Quality, trustworthy, experienced,
industry accredited travel agents
can be found at ATAS.com.au

The ATAS logo, consisting of the word "ATAS" in teal with a thin teal line below it, and the words "travel accredited" in a smaller teal font underneath.

A photograph of a person wearing a large, light-colored straw hat, seen from behind, floating in a clear blue swimming pool. The pool is set in a tropical resort environment with white sand beaches, palm trees, and a thatched-roof building in the background. The sky is a clear, bright blue with a few wispy clouds. The overall scene is peaceful and idyllic, representing a vacation destination.

SHE BOOKED WITH AN
ATAS
ACCREDITED
TRAVEL AGENT

Quality, trustworthy, experienced,
industry accredited travel agents
can be found at [ATAS.com.au](https://www.atas.com.au)

The ATAS travel accredited logo is positioned in the bottom left corner of the advertisement. It consists of the word "ATAS" in a large, bold, teal, sans-serif font, with a thin teal line below it. Underneath the line, the words "travel accredited" are written in a smaller, lowercase, teal, sans-serif font.

SIMPLE RESOURCES

1. Brochures and catalogues
2. Email signature
3. Company Website
4. Print publication advertising
5. Shop window decals and signage





So how have we done ?

1. Over 3100 agency locations accredited by ATAS
2. This represents over 80 % of locations and 96% of turnover
3. Applications continue to come in



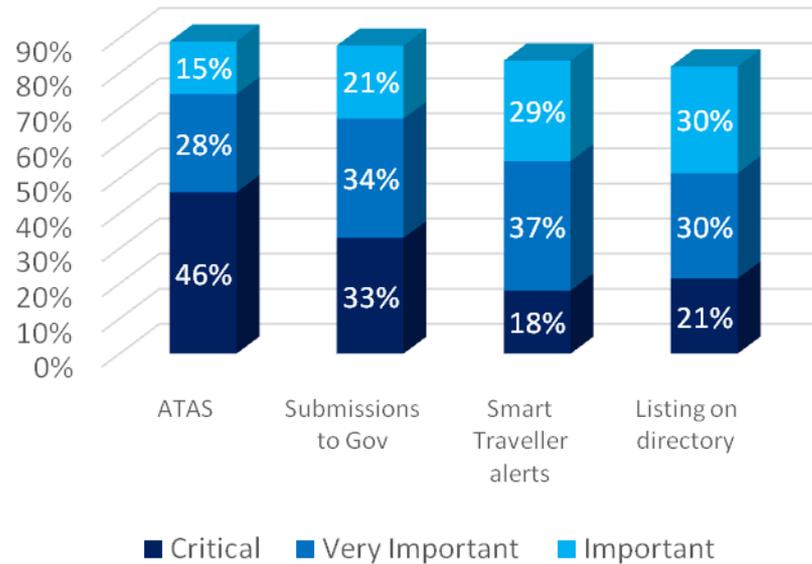
ATAS is becoming a powerful brand – recognised by 1 in 5 Aussie travellers.





ATAS is an important to critical part of business – 90% respondents

Perceived High Value





Thank you

Trade website > www.afta.com.au

Consumer website > www.atas.com.au