

# ATAS Membership Benefits Snapshot



**Standards**  
you can trust

## Boost your credibility and trust with ATAS

Being ATAS accredited means you belong to the largest and most representative industry peak-body for travel in Australia.

By joining and maintaining your ATAS accreditation your business sends a message to industry, government and your clients that you are committed to industry self-regulation and improving consumer confidence in Australia's travel businesses.



**9** Webinars  
in 2023/2024  
with **1,606**  
registrations.

## Be supported with resources

ATAS provides a wide array of updates, communications, webinars and resources to members covering everything from consumer law changes to business planning tools. Included in your membership is our new Destination of the Month series focussing on emerging and trending destinations.

Ensure your business and team stay up to date with relevant consumer law changes, industrial relation requirements and other matters affecting the industry.



**3-Step** complaint  
management process

## Dispute resolution

ATAS accredited businesses agree to conduct their business according to the ATAS Code of Conduct, agreeing to meet elevated service obligations that your clients expect from an accredited travel business.

We support you if you experience a consumer complaint, with a robust 3-stage complaint process including a review by an independent review committee ensuring a fair outcome.



**Destination of the month series** focussing on emerging and trending destinations.

## Engaging with your industry

ATIA has dedicated caucuses for Independent Agents, Tour Operators / Wholesalers and Independent Contractors.

Caucuses provide the opportunity for likeminded business owners to come together and discuss current issues that are affecting them. Members assist one another in growing their businesses to overcome these and be successful. These caucus take place on the Online Community Platform – The Travel Exchange.

Be empowered and involved with our monthly insights and destination updates to ensure you're abreast of new products and experiences.

ATIA appeared in  
**130 media engagements**  
with a media reach of  
**1.27b**



## Connect with more travellers

The consumer facing website [atas.com.au](http://atas.com.au) promotes the benefits of using an ATAS accredited business and provides a free listing on the site. ATIA is committed to driving consumers to this site to connect with members based on location or speciality.

ATIA offers the opportunity to join our media roster where ATAS businesses promote their business across consumer and trade media. We do this to reinforce the value of ATAS travel professionals.

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**NATIONAL TRAVEL  
INDUSTRY AWARDS**

**26 Oct 2024**

## Industry recognition with the National Travel Industry Awards

Being a member of ATAS allows you to enter the NTIA's and be recognised as an award-winning travel business in front of more than 1,200 of your peers, suppliers, trade and consumer media.

This year's awards nights will be on 26 October 2024 with 35 dedicated travel categories providing the opportunity for your business and teams, to become an award winning agency, tour operator or supplier.

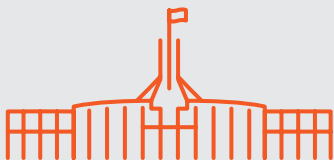


## ☒ Be ahead of the pack

Access ATIA's Travel Trends with monthly updates on consumer travel patterns and airline market share information. These reports will allow managers to examine your business's performance against the trends of the Australian travelling public and where new growth opportunities could come from.

**151**

**Government Meetings**  
in 2023/24



## ☒ Your voice to politicians and government

Our extensive network across the political leaders, Labor, Liberal, Nationals and key Independents means our members needs are understood and respected.

We ensure State and Federal Governments understand the critical role that ATIA members play in facilitating International and domestic corporate and leisure travel. We deliver well researched, thought-driven strategies to government, agencies, regulators and others.

ATIA maintains active leadership roles with the Department of Foreign Affairs, Border Force, Department of Home Affairs, Austrade, Tourism Australia and many others, ensuring members' issues are addressed.



**ATIA represents its members' voice** across the global stage

## Your voice on industry matters

Be involved and drive industry positions that relate to airlines operations, competition settings and other critical services the government delivers to support our industry and clients.

ATIA represents its members' voice across number of arenas including education, staffing, IATA and the global stage. ATIA is a foundation member of the World Travel Agents Association Alliance to ensure we can take global action on key issues such as sustainability and IATA.

We maintain a high level of engagement with IATA given we are the 4th largest BSP in the world to ensure agents concerns are heard and addressed. We also work with industry to facilitate solutions to scale workforce solutions to alleviate the existing shortages and barriers to our recovery.

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