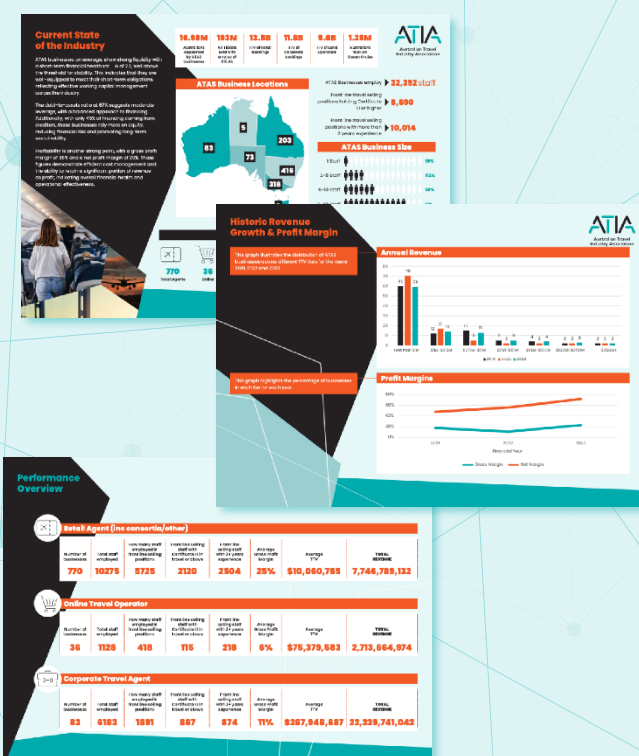


Data Insight Series

ATIA's Enterprise Data Insight Series is designed to provide each member with benchmarking reporting on their performance against their peers (segment and TTV band). At an industry level, a State of the Industry report will offer insights into travel agents and tour operators across the country, detailing the number of employees in the sector and overall market size.

Clear, data-driven picture of how **your business** is performing compared to your peers.



1. See where your business stands within your specific segment and TTV band

2. Valuable insights into how your business measures up

3. Identify opportunities for growth

A key component of ATIA's mission is to elevate our industry's professionalism. By providing these intelligence reports, we're equipping our members and the broader industry with the knowledge and tools needed to make informed, strategic decisions that drive better business outcomes.