

Industry-Led Protections

As part of our strategy to grow and enhance the Australian travel sector, ATIA is reviewing supplier and agency protection measures for members and travellers.

We are committed to **instilling confidence and trust** within the travel sector, both for our members and the consumers they serve.




Protection scheme will help **future-proof the industry**, ensuring both businesses and travellers are safeguarded without introducing unnecessary regulatory burdens.



As a first stage we will be seeking protections for those that are accredited with ATIA.



In future years we will seek to expand this to include suppliers that are ineligible to be accredited through ATIA.



ATIA is currently reviewing **supplier and agency protection measures**. We're evaluating models for such protections, with the aim of having a detailed proposal ready for industry discussion during 2025.

From 2025 to 2030, we will be investing in 5 years of marketing promotional material to elevate the consumer understanding of why they should be choosing an ATIA accredited agent and tour operator.