

ATIA Membership Benefits Snapshot



Standards you can trust.

Boost Your Credibility and Trust with ATIA

ATIA accredited is a mark of distinction, signifying that your business has met the highest industry standards. As part of Australia's peak industry body, your accreditation demonstrates to consumers, industry and government that you have earned the trust and credibility that travellers rely on, reinforcing your commitment to professionalism, integrity and self-regulation.



9 webinars in 2023/24 with 1,606 registrations.

Be Supported with Resources

ATIA membership keeps you informed and ahead of the curve with exclusive industry insights, expert-led webinars, and essential business resources. From critical updates on consumer law and industrial relations to strategic business planning tools, we provide the knowledge and support you need to navigate industry changes with confidence.



3 step complaint management process.



Dispute Resolution

ATIA accredited businesses agree to conduct their business according to the a strict 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 for all.



Destination of the month series focusing on emerging and trending destinations.

Engaging with Your Industry

ATIA offers multiple ways to engage with the wider travel industry. This includes the **ATIA Pulse Series**, a series of open-dialogue meetings for Independent Agents, Tour Operators / Wholesalers, and Independent Contractors (including home-based / mobile advisors).

The Pulse Series provides opportunities for like-minded 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.

We also provide our **monthly insights** into the travel industry and **destination updates** to ensure you're abreast of new products and experiences.



ATIA appeared in over 1,168 media reports with a media reach of over 78M in 367 days.

Connect with More Travellers

ATIA accredited businesses receive a free listing on our consumer-facing website that promotes the benefits of booking with an accredited professional and connects travellers directly to your business, giving them the confidence to book their next holiday with a trusted expert.

ATIA members have the exclusive opportunity to be featured on our media roster, gaining exposure across consumer and trade media. This platform showcases accredited businesses and elevates your brand credibility.

Beyond Borders

Brisbane 17 October 2025



National Travel Industry Awards

Brisbane 18 October 2025

Join Us for the Industry's Double Feature

Gain valuable insights into the future of travel and unparalleled networking at the **Beyond Borders Travel Summit**. This event features leaders from across our sector and beyond, including leisure and corporate travel, touring, cruise, destinations, technology, air travel, government and more.

Then, join us for the **National Travel Industry Awards** to recognise and showcase industry excellence. With award categories for travel consultants, agency managers, leisure and corporate agencies, tour operators, wholesalers, and plenty more – being a member enables you to enter the awards, for your chance to become an award-winner.



Be Ahead of the Pack

Leverage ATIA's monthly Travel Trends to track consumer travel patterns and airline market share, helping you spot emerging opportunities. Your annual personalised benchmarking report compares your financial position to industry averages and provides a snapshot of the industry's current state—helping you identify strengths, address gaps, and make data-driven decisions with confidence.



281 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.



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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Shaping the Future of Travel

ATIA's ambitious A30 transformation is redefining membership benefits over the next five years. In addition to creating a trusted single-brand ecosystem, we are enhancing supplier and agency protections and driving initiatives to attract and retain a skilled workforce.

Members will also benefit from a streamlined Modern Slavery reporting solution, ensuring compliance with ease while reinforcing ethical industry practices. These enhancements are designed to deliver greater value to our members and future-proof the industry.