

Strengthening Hotham: Preserving Jobs, Protecting Travellers

This has a direct, positive impact on:

- 17 of accredited travel businesses in Hotham supporting 29 staff.
- Women in your electorate, who make up 72% of the travel workforce and form the majority of those booking trips.

The Challenge: Local Businesses and Travellers At Risk

After surviving the devastating impacts of COVID, 17 accredited travel businesses in Hotham – mostly small, family-run and female-led – now face a new threat. Offshore booking platforms and unscrupulous operators are diverting money offshore away from the local community, eroding trust in the travel industry, and putting local travellers at risk. This isn't just a business issue – it's a local one:

Travellers in Hotham are losing out, facing higher risks of financial loss from insolvent companies, weaker protections due to reduced access to Australian Consumer Law, and fewer options for help when things go wrong overseas. This increases the need for support from you, their MP, when things go wrong.

Local travel businesses feel disillusioned by handouts to big airlines with big profits, while they – the local businesses that support the airlines and the local community – struggle without support. With 72% of the travel workforce being women, this hits female business owners and workers hardest, a vital group in Hotham.

The Opportunity: Book Safe, Book Local

The Australian Travel Industry Association seeks your party's support for a co-funded public awareness campaign to highlight the unmatched safety of booking with accredited, Australian-based travel agents and tour operators.

This initiative promises to safeguard your constituents, strengthen 17 local businesses, and ensure travellers in Hotham can holiday with confidence—a cause that resonates deeply in communities like yours.



Australian Travel Industry Association

1,666 accredited travel agents and tour operators

19,518 jobs directly supported by these businesses

20 million tickets sold by travel agents last year, worth \$18.5 billion

Here's What Your Support Delivers

Protecting local travellers with guaranteed financial security and elevated consumer protections

- Annual solvency and daily Directorship checks ensure businesses are stable and not at risk of going bust, keeping travellers' finances safe.
- Requirements to comply with elevated accreditation standards as well as Australian Consumer Law mean travellers are protected.

Boosting local jobs by backing accredited businesses

- Strengthening 17 accredited travel firms that hire locally – mostly small, family-run and female-led.
- Fuelling Hotham's economy, ensuring money stays in the local community rather than flowing offshore.

Reducing dependence on MP assistance through expert crisis support and free dispute resolution

- Workforce qualification standards mean the highest quality of service and ability to assist in a crisis, reducing the burden on your office.
- ATIA's free, robust, independent dispute resolution program in partnership with the Consumers' Federation of Australia ensures any consumer issues are resolved fairly – no external escalation needed.