

# Single Brand

Our transition to a single brand will allow us to build a trusted travel ecosystem that extends to your entire supply-chain and consumer base.

## ATAS IS BECOMING ATIA ACCREDITED



### A TRUSTED TRAVEL ECOSYSTEM

Building a trusted travel ecosystem that extends across the entire supply chain and consumer base



### RESPECTED INDUSTRY BRAND

Consumers will have a clearer understanding of who they can trust when booking travel, and a brand that they can confidently align with



### STRATEGIC FOCUS RENEWAL

Ensuring that ATIA remains at the forefront of **best practice** and delivers real value to both members and consumers

New brand assets will be shared soon



This initiative will allow us to utilise our media reach and influence across government to make sure more people have an understanding of who they can trust when booking travel