

## The Value of Professional Fees

### Your Journey, Their Expertise

The Australian Travel Industry Association (ATIA) is the peak body for Australian travel businesses. We administer the Australian Travel Accreditation Scheme (ATAS). Accredited businesses are held accountable to elevated standards of service delivery and professionalism.

We're here to shed light on why ATAS Accredited travel businesses charge non-refundable professional fees and how their service benefits you throughout your journey.

- **Expertise:** ATAS Accredited travel businesses possess in-depth knowledge of the travel industry. They stay updated with products, destinations and the latest trends so they can provide you with the best advice.
- **Time-Saving:** Travel planning can be time-consuming. Engaging with an ATAS Accredited business saves you hours of research, booking, and organisation.
- **Customisation:** ATAS Accredited travel advisors craft personalised itineraries tailored to your preferences, ensuring your trips are memorable and stress-free.
- **Support:** In the event of disruptions, cancellations, or unexpected challenges during your journey, your ATAS Accredited advisor is available, ready to assist you.
- **Exclusive Access:** ATAS Accredited businesses have access to special deals, upgrades and offers that may not be available to the general public.
- **Peace of Mind:** ATAS Accredited travel advisor's fees support their commitment to ensuring your experience is expertly curated during the planning stage of your journey, allowing you to enjoy your experience from the very beginning to the end of your journey.
- **Savings:** By leveraging their industry relationships and expertise, ATAS Accredited businesses often save you money in the long run.
- **Value-Added Services:** You gain access to a range of travel services that go beyond standard bookings, including travel insurance, visa advice and more.
- **Code of Conduct:** ATAS Accredited businesses are bound by the rigorous ATAS Code of Conduct. In the event that you have any concerns or grievances you have the opportunity to escalate your concerns directly through to the association for review and investigation.

When planning a trip, the ATAS symbol tells you the travel business you're dealing with is credible, well-trained and professional. They've met strict criteria to become nationally accredited, so you can book with them knowing you're in the safe hands of one of the best in the business.