

### **AFTA Announces New Communications Strategy from 2010**

*AFTA Traveller Magazine to cease production in January*

After 10 years AFTA has decided to cease publication of its member magazine the AFTA Traveller, effective January 2010.

AFTA has adopted a new communications strategy, which includes our exciting new online communication tools, based around [www.afta.com.au](http://www.afta.com.au).

The Federation has elected to communicate directly with members through a monthly e-mail newsletter – the **afta @-mail** – which will commence distribution among the AFTA membership from February 2010.

Featuring articles by prominent industry leaders, this newsletter will have direct links to the AFTA Online website and update the membership on important industry matters.

“We feel that this will provide a more appropriate and effective means for industry suppliers to communicate directly with Australian Travel Agents, who make up the AFTA membership” said AFTA’s Marketing and Communications Manager, Melinda Brown.

Another aspect of the new AFTA communications strategy is the launch of the new AFTA webMAIL system, also due in February 2010.

The webMAIL overhaul will bring it into line with the latest in internet technology. AFTA webMAIL is designed specifically to meet the needs of retail travel consultants and their suppliers and the new AFTA webMAIL is even more intuitive and easier to use.

Some new features include:

- One login and password for accessing all areas of AFTA webMAIL
- New-look daily email and website that is easier to read and makes finding information simpler
- A more intuitive and efficient process for leading supplier information and advertising into the system

- Increased search capability
- Syndication of supplier offers to travel agency websites, allowing fresh content, based on the agent's pre-established criteria and without the agent lifting a finger

"This new strategy for 2010 will allow AFTA to be at the forefront of online communications with its members and the wider industry."

"I am really excited by these new developments and am looking forward to bringing a fresh, high tech approach to how AFTA communicates with the industry" said Brown.

Ends.

**CONTACT:**

Any media or advertising enquiries for the new **afta @-mail**, AFTA webMAIL or the AFTA Online website may be directed to AFTA's Marketing & Communications Manager, Melinda Brown on 02 9287 9900 or [melinda@afta.com.au](mailto:melinda@afta.com.au)