



## **MEDIA RELEASE**

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### **AFTA webMAIL 2.0 in Final Testing Phase**

AFTA has today announced it is in the final stages of testing the new AFTA webMAIL version 2.0.

Due to launch in the coming weeks, the updated and enhanced version of AFTA webMAIL will provide the industry with a state of the art system for the distribution and storage of product information.

The new version of AFTA webMAIL has improved search functionality, along with a fresh format for the daily email alert, making it easier to read.

Travel agents can access supplier product information through clicking on the email alert, or by logging into the system directly and using the customised search functionality.

This means that travel agents can view up to date product information for all of the products which meet their clients' needs, no matter when the client walks through the door.

AFTA is very pleased to confirm that this service will remain completely free of charge to travel agents.

Suppliers will be able to load their product information into the online database, where it will be stored for up to 12 months and is accessible to travel agents 24 hours a day, 7 days a week. Suppliers can also select to have product details included in the daily email alert, which is distributed to around 9000 travel agents across Australia every day.

Suppliers will find the intuitive software for loading their product information will save them time and make it much easier to connect with travel agents around Australia. The online payment gateway will also make it easier to use AFTA webMAIL and make the link between purchasing credits and loading information instantaneous.

AFTA's Marketing & Communications Manager, Melinda Brown said of the new system "The improvements to AFTA webMAIL will make it even easier for travel agents and suppliers to connect. It means that agents can have a huge amount of information at their fingertips, to suit the needs of any client who walks in the door, they simply search the webMAIL database."

“Suppliers will also find it even easier to increase their distribution system and get their message in front of travel agents. The new system makes it even simpler for suppliers to really target their message to specific agency groups or agency locations.”

AFTA has invested in an upgraded server to house the new system and this will make it faster and more reliable. The dedicated server environment will mean that the system will cope with an increased number of users and that user details are more secure. This server will cater only to AFTA webMAIL and allow for a far greater amount of data storage, meaning more product information will be available to agents, without them having to store the emails in their system, or file hard copies.

“The information is stored online, where it is easy to access at any time. It’s gentler on the environment than printed methods of distribution, like faxes. Best of all it saves the agent from having to file product information – AFTA webMAIL does the filing for them” said Brown.

All current AFTA webMAIL travel agent and supplier users will be migrated to the new system automatically. Suppliers interested in re-engaging with the industry via the new AFTA webMAIL 2.0 should contact Melinda Brown on 02 2987 9900 or [webmail@afta.com.au](mailto:webmail@afta.com.au)

AFTA will be releasing further details of the official launch date over the coming weeks.

Ends.

*Attachment 1: sample AFTA webMAIL 2.0 banner*

*Attachment 2: sample AFTA webMAIL 2.0 search page*

Contact: Melinda Brown  
Marketing & Communications Manager – AFTA  
Tel: 02 9287 9900 or [melinda@afta.com.au](mailto:melinda@afta.com.au)