

### **AFTA Announces Launch of “AFTA Travel Pages”**

As a part of AFTA’s new communications strategy, the annual AFTA Yearbook & Member Directory is taking on a completely new look in 2011.

In addition, 2011 will see the re-introduction of the annual AFTA Wall Planner.

The new yearbook publication, to be known as the AFTA Travel Pages, will incorporate not only the AFTA Member Directory and annual Yearbook with input from State tourism bodies and other key industry stakeholders, but also a informative destination guide and comprehensive domestic product directory.

In addition, AFTA Travel Pages will include the “International Destination Showcase” – a separate section containing destination and product information from a wide array of international tourism organisations and suppliers.

AFTA Chief Executive, Jayson Westbury said “The AFTA Travel Pages is a fantastic resource for Australian Travel Agents and a cost effective and simple way for suppliers to engage with the travel agency community.”

“It is the only printed publication endorsed by AFTA and we are overwhelmed with the positive response from both agents and suppliers in the early stages of reinvigorating the Federation’s flagship publication.”

The Federation has engaged travel industry publishing specialists Sampsons Direct to coordinate the publication of the AFTA Travel Pages.

“Sampsons Direct has the industry knowledge and experience to really take the AFTA Travel Pages to the next level.”

“We are confident that their professionalism and expertise in the travel industry publishing space will make the resulting publication not only high quality, but a highly valuable resource for Australian Travel Agents” said Westbury.

Rob Sampson, Director of Sampsons Direct has acknowledged the importance of these publications, saying “If you consider the level of competition to grab the attention of travel agents, and then combine it with the really powerful brand and distribution proposition offered by AFTA, then publications such as AFTA Travel Pages tick all the right boxes; product education, reference & sourcing, marketing, and quality; that prove value and utility for our target readers – Travel Agents.”

**This publication will showcase to travel agents the wonderful landscape from all states and territories around Australia and afford them increased domestic holiday product knowledge. This is in support of the new Tourism Australia campaign “There is nothing like Australia” and will help agents engage in this campaign and build their business at the same time.**

**15,000 copies of the AFTA Travel Pages will be distributed free of charge to travel consultants across Australia in November 2010.**

**And in response to member demand, AFTA will be re-introducing the AFTA Wall Planner in 2011.**

**Production of the Wall Planner will also be managed by Sampson’s Direct and copies will be distributed to member agencies in December 2010.**

**Further information on both the AFTA Travel Pages and the AFTA Wall Planner, including media kits can be downloaded at <http://www.afta.com.au/AFTATravelPagesYearbook>**

**Ends.**

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