

AFTA Releases 2011 AFTA NTIA Sponsorship Prospectus

30 November 2010: AFTA has today released the Sponsorship Prospectus for the 2011 AFTA National Travel Industry Awards (AFTA NTIA). Already over 80% of the 2010 Sponsors have renewed their commitment for the 2011 event in advance of the release of the Sponsorship Prospectus.

Qantas Airways has once again committed as Major Sponsor of the 2011 NTIA, highlighting their solid and longstanding partnership with AFTA and the travel agency community.

Singapore Airlines will continue as Sponsor of the popular NTIA “Afta Party”, which was a huge success in 2010, gaining a lot of positive feedback.

Sabre Pacific will again be sponsoring Jules Lund from the Nine Network’s *Getaway* as the MC for the event, another fabulous dinner at The Westin, Sydney to take place on Saturday 9 July 2011.

Travel Daily and TravelBulletin continue their longstanding support as the Media Sponsors of the AFTA NTIA and will be providing updated information throughout the awards process.

AFTA’s Marketing & Communications Manager, Melinda Brown said “It’s fantastic to see such a strong base of support for the NTIA from among our industry. These awards are an important recognition of professionalism and achievement throughout the year and this level of engagement from Sponsors only emphasises this importance”.

Other Sponsors which have already renewed their commitment for 2011 in addition to those mentioned include:

Gold: AA Appointments, Avis, Complete Cruise Solution, Qantas Staff Credit Union, South African Airways

Silver: Air Tickets, Amadeus, Consolidated Travel, Covermore Travel Insurance, Galileo Travelport, Gow Gates Insurance, Star Alliance, Sultanate of Oman Tourism, The Travel Corporation, The Travel Doctor TMVC, Tramada and Virgin Atlantic.

AFTA thanks all of these companies for their continued support.

There are still several categories available for sponsorship for the 2011 AFTA NTIA and those organisations which are interested in being part of the 2011 event are encouraged to apply promptly, as applications will be processed in order of receipt.



MEDIA RELEASE

To download a copy of the 2011 AFTA National Travel Industry Awards Sponsorship Prospectus, please visit <http://www.afta.com.au/NTIASponsorshipApplication> or call AFTA on (02) 9287 9900.

Ends.

Attached:

2011 AFTA NTIA Sponsorship Prospectus

Notes to Editors:

The Australia Federation of Travel Agents (AFTA) is the peak body in Australia representing the retail travel industry. Founded in 1957, AFTA represents the majority of travel agents in Australia and includes all of the major travel agency groups.

AFTA's role is to uphold the interests of members in matters relating to the operation of all travel agencies in Australia. In broad terms these issues are ones that are not addressed by agent chain or corporate entities on behalf of their members, and are ones that involve the industry as a whole.

The AFTA National Travel Industry Awards (AFTA NTIA) acknowledge the best of the best in the Australian travel industry – with categories covering travel agencies and individual consultants, as well as the various suppliers which support them and their businesses.

These awards are essential in providing encouragement and recognition to the businesses and personnel who demonstrate outstanding service, marketing excellence and business acumen to the travel industry.

The 2011 AFTA NTIA Gala Dinner will be held on Saturday 9th July at The Westin, Sydney.

Contact:

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