

ASATA 'demystifies' travel...

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The Demystify Travel campaign and ASATA's new slogan, Travel with Peace of Mind, are aimed at elevating the profile of ASATA members and the role of the travel agent.

It is an extension of the association's primary strategy of Compliance, Consensus and Confidence. "We operate in a very complex environment... you can't go in and hard sell ASATA. As a customer, I am not thinking in that space. [Rather] I need some good advice," Chief Executive Officer, Otto de Vries, said after this year's ASATA conference in Durban.

"Now, a range of collateral our members can use is being made available. It talks about

fuel surcharges, billbacks, ticket changes... all aimed at consumers. We also have Facebook and Twitter artwork our members can use on the social media platforms," said Natalia Rosa of Big Ambitions.

ASATA will be rolling its campaign directly to consumers. "We are hoping that our members take it up and that [the resources] will be-

come part and parcel of their own marketing...".

"An informed customer is very important for us. We don't want them to misunderstand elements of travel, so that we can manage and meet their expectations... This campaign is also to help our members to keep their customers informed and to position themselves as thought leaders."



ASATA has created a new line of marketing resources to help members educate their customers on some of travel's "grey areas".

