



**THE TRAVEL AGENTS' ASSOCIATION
OF NEW ZEALAND**

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News Release

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**TRAVEL AGENTS ASSOCIATION LAUNCHES AD CAMPAIGN AND WEBSITE TO
PROMOTE CONSUMER PROTECTION SCHEME**

The Travel Agents' Association of New Zealand (TAANZ) has launched a new website in conjunction with a media campaign designed to raise the profile of TAANZ Bonded travel agents and the protection offered by the TAANZ Bonding Scheme.

Paul Yeo, Chief Executive of TAANZ said, "With an increasing number of New Zealanders travelling overseas consumers realise that travel agents are able to offer choice, expert guidance and value for money. What they often don't know is that most, but not all travel agents are part of a national association that is an independent regulatory body that looks after the interests of the customer."

Mr Yeo said, "It's timely in the current environment of business uncertainty in several sectors that consumers are aware that there is a level of protection offered by the TAANZ Bonding Scheme in the unlikely event that one of our members fails. All our members must meet strict financial criteria and put up bonds that are held in trust for just such an eventuality. It's pleasing that no consumers have suffered financial loss over the failure of one of our members in the 28 years since this scheme was started."

"Our ad campaign starting next week will link to a new TAANZ website that will provide people with useful travel information and the benefits of using a TAANZ bonded travel agent, including the ability to find their nearest TAANZ travel agent."

The website has three distinct, but closely linked, sections:

- A consumer 'Travellers Assistance' section that provides visitors with a range of information on everything from 'Why use a TAANZ travel agent' to Travel Advisories, Travel Insurance and Travel Documentation. A key section is the 'Find an Agent' area where consumers can search for their nearest TAANZ member.

The Travel Agents' Association of NZ was founded in 1962. It represents over 475 travel agencies throughout the country who employ 3,400 staff and who carry out over \$3 billion worth of travel business annually.

*"Without a travel agent
you're on your own".*

- An 'About TAANZ' section that provides in-depth information for TAANZ members, prospective members and consumers on areas such as the TAANZ Bonding Scheme, TAANZ Code of Ethics and Constitution & Rules.
- A 'Members Only' area that gives members access to our Legal Advice section, Member Benefits, past newsletters and our Document Library of resources.

"This campaign, which is print media based is the first step in raising our profile and getting consumers to see the benefits of using a TAANZ travel agent. Later this year a web based advertising campaign will complement the print ads and focus on a wider range of benefits that travel agents can provide," said Mr Yeo.

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