



MEDIA RELEASE

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## ***Technology dominates agenda as Travellers Choice members meet***

12 June 2018: **Travellers Choice member shareholders will gather in state capitals across Australia this month to explore developments in the digital world and discuss how their national network can best harness the power of evolving technologies.**

Managing Director Christian Hunter – who will be joined by Chair Trish Ridsdale at the meetings in Perth, Adelaide, Melbourne, Sydney, Canberra and Brisbane – says travel-related technology is attracting enormous investment and its ability to drive the industry will only grow.

"Developments in areas such as Artificial Intelligence, 'The Internet of Things' and voice technology are set to reshape our industry," says Hunter. "We as a group, and as individuals, need to understand these things and have a clear strategy on how and when we access this technology.

Members attending the meetings will also receive an update on the online travel agency sector and look at the potential implications of IATA's New Distribution Capability (NDC) program.

"Travellers Choice's focus on technology developments such as these – and the consumer trends underpinning them – is one of the reasons we are recognised as industry leaders when it comes to empowering our members to seize opportunities in the digital environment," says Hunter.

In addition to technology, Travellers Choice members will be briefed on the company's performance over last 12 months and broader travel industry trends. New AFTA research will also be presented highlighting the need for agents to better leverage ATAS accreditation.

"AFTA's research suggests travel agents are underestimating the importance consumers place on accreditation," says Hunter. "Given that 100% of our members are ATAS accredited, we as a group need to discuss ways to capitalize on that insight."

For more information on Travellers Choice please visit [www.travelagentschoice.com.au](http://www.travelagentschoice.com.au).

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