



Why travel agents still have a role to play

In our high-tech world, a lot of travellers opt out of using travel agents and choose to make all their arrangements themselves.

Today, however, is Global Travel Advisor Day, and no matter how confected that may sound, there are a lot of registered travel agents emphasising that they still have a key role to play.

"Travel advisors are trained to manage these risks, ensuring every trip is properly planned, protected, and supported when things go wrong."

It surprises me that in 2024, more than 70% of international flights and over 90% of corporate travel in Australia were booked through accredited agents that are members of ATIA, the Australian Travel Industry Association.

And ATIA CEO Dean Long is bullish about the future.

"We are in the golden age of travel professionals, as more Australians, many of whom were burnt by Covid-era travel experiences, turn to expert advisors for complex travel needs and crisis support," he says.

"Global Travel Advisors Day is an opportunity to recognise the incredible work accredited travel professionals do every day, creating unforgettable travel experiences and providing trusted support when it matters most.

"In today's more complex and fast-moving travel environment, expert advice has never been more valuable. Our members are delivering tailored journeys, practical solutions and peace of mind to millions of Australians each year."

Max Najar, director and manager of Axis Travel in Glenunga, South Australia, weighs in: "In today's ever-changing and complex travel climate, the value of a trusted travel advisor has never been clearer.

"We're seeing clients turned away at borders for applying for incorrect visas, not having proper documentation or itineraries - things that we always provide.

"A visa doesn't guarantee entry, so the stakes are high. More travel insurers also do not compensate for losses incurred. A professional travel advisor uses their toolkit of expertise and experience to ensure that you're properly prepared and protected, so your holiday or business travel is as stress-free as possible at the immigration counter."