



ASH CHAOS PROVES VALUE OF TRAVEL AGENTS

23 June 2011: As Australians continue to struggle with the impact of the Chilean ash cloud, Australia's leading premium travel agency group, Travelscene American Express, is confident the chaos is helping to highlight the many benefits of dealing with a licensed travel agent.

While travel agents are working hard to help those caught up in the current travel delays, Travelscene American Express CEO and Chair of the Australian Federation of Travel Agents Mike Thompson says times like these showcase the importance of travel agents.

"It's when things go wrong, when flights are cancelled and you need to find an alternate way home, or an interim solution, that a good travel agent really comes into their own," Mr Thompson says.

"Not only will a good travel agent help you choose the right fare, the right insurance, and the right travel solution, but when you're stuck, a good travel agent can make the world of difference."

"Without a travel agent, you really are on your own"

"Our Member agencies, both retail and corporate, are working around the clock to help their clients in many different ways – from keeping them updated to helping them work around those destinations shut, or likely to close due to the ash cloud, through to working with them to find interim solutions from accommodation to hire cars."

"Travelscene American Express also enjoys very strong relationships with major airlines, and the leading hotel chains, and car rental businesses so our Member Agencies are able to take advantage of those strong ties to ensure their clients are at the front of the line."

Mr Thompson said travel agents were also a good source of knowledge on choosing the right travel insurance policy with the most appropriate cover.

"This is a genuine opportunity to remind the travelling public that you need to make sure that you have the right travel insurance policy for your travel arrangements and that you understand what exactly you're covered for and what you need to do to access that support when your travel doesn't work out as planned. Your travel agent is ideally placed to help you make that decision."

About Travelscene American Express

*Established in 1980, Travelscene American Express is Australia's largest premium travel group that provides outstanding quality, value and choice to all Australian travellers with an extensive range of locations across major Australian cities, metropolitan and regional areas
Travelscene American Express Members are locally owned and operated and can be found via 13 13 98 or www.travelscene.net.au*

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