

Focusing on a bright future for ATAC members

OVER 70 agents and suppliers took part in the 2018 Australian Travel Agents Co-operative (ATAC) annual conference, held in Singapore last week.

Over three jam-packed days, agents and suppliers took part in a series of workshops, product updates and activities designed to reinforce the “partners in prosperity” theme.

Some significant achievements by the group were announced by Chairman Ken Morgan, including the highest level of Total Transaction Value (TTV) achieved, significant growth in override payments made to members as well as a burgeoning membership base (**TD 05 Nov**).

The group now consist of 115 members with several more set to join this year.

The conference wasn't all just business, with opportunities to mingle at a welcome reception and a fun social media challenge for attendees. Grouped into teams of eight, the attendees had to post, tag and hashtag their way across many of Singapore's attractions including the iconic Merlion and the very zen Gardens by the Bay. Accolades were dished out to the most creative team.

Singapore Tourism sponsored a delicious banquet with the mouth-watering Singapore chilli crab the centrepiece dish, while major sponsor Qantas ensured no guest was left feeling hungry at the gala awards night.

Several ATAC members scooped up prizes including trips to Borneo with Intrepid and South Africa with Swagman Tours as guests were entertained into the night from a Chinese lion dance act, cabaret dancers and a live band.



THE ATAC team comprising Georgina Randall, Business Manager; Ken Morgan, Chairman; and Michelle Emerton, General Manager.



ROYAL Caribbean's Peter McCormack, AFTA's Jayson Westbury and Globus family of brands' Alexandra Morton.



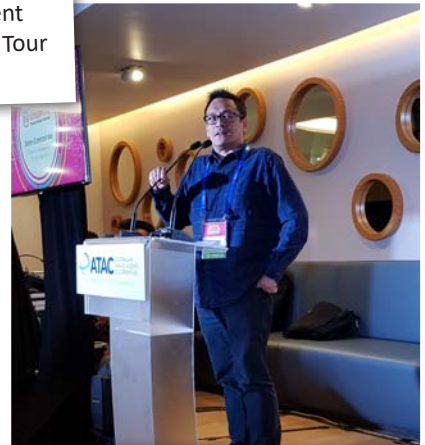
WINNERS of the Achievement Awards picked up a Swagman Tour of South Africa each.



SINGAPORE'S famed chilli crab was dished up.



WINNERS of a social media competition run throughout the conference celebrate their win on stage at the gala dinner.



JOHN Conceico from the Singapore Tourism Board provides an update to attendees.



THE welcome reception, where a glass or two was raised among attendees.



WENDY Wu's Vito Romeo is wrapped up by the entertainment.



ATTENDEES preparing for the sumptuous banquet to begin.