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- **Consumers 'support agents' on back of Webjet ad**

Webjet's television advertisement has resulted in an outpouring of support for travel agents, according to Travel Agents Association of NZ.

The advertisement denouncing travel agents has made waves and consumers are coming forward to back travel agents, says TAANZ CEO Andrew Olsen, adding it has been extremely encouraging to see the support coming in.

'Since Webjet's advertisement launched we've seen an outpouring of positive stories from consumers who favour booking their holidays and business trips with a travel agent. Members of the public have been quick to take to social media to share their stories,' he says.

'Travel agents have access to the same flights as an online booking agent, however we get to know our customers and then select holiday options that are best suited to the customer's budget, timing requirements, airline preferences and

flight requirements. It is a personal experience tailored to each individual customer.

'The positive responses from consumers who are championing the benefits of travel agents proves the value a travel agent brings to planning and booking the perfect trip.'

Watch the advertisement [here](#) and email your opinion to editor@travelmemo.co.nz

The TRAVELinc Memo is your personal travel and tourism trade magazine brought to you in PDF form, uploaded onto our website 48 weeks a year, on Tuesday and Friday mornings. We focus on keeping international and domestic travel sellers current on industry matters, destination developments and new products, at home and around the world.

The current edition of TRAVELinc Memo is always available at www.travelmemo.co.nz and all back issues can be found under "Archive" on our homepage.

We welcome editorial news contributions, details and pictures of industry events, and industry appointments. Email editor@travelmemo.co.nz.

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