

Our Guiding Principles

We strive for **continuous improvement** to ensure we remain relevant to our members

Continuous improvement underpins AFTA's guiding principles and will be the forefront of its operations.

AFTA is committed to embedding continuous improvement from an operational and strategic perspective.

Principle	Additional context
<p>1</p> <p>Purpose led</p> <p>We are purpose led, and will be a champion for our members in the travel services industry</p>	<p>AFTA is purpose led, driving inclusivity and ESG outcomes across the travel services ecosystem.</p>
<p>2</p> <p>Effective representation</p> <p>We are an effective representative of our members through meaningful advocacy</p>	<p>AFTA is an advocate for fit for purpose policy to support its members across the international and domestic travel sector, yielding meaningful advocacy across government, industry and consumer bodies.</p>
<p>3</p> <p>Driving best Practice</p> <p>We are known for driving the best practice which benefits our members and customers</p>	<p>Professionalism in member representation and service provision drives best practice and culture that improves customer confidence across the travel services sector.</p>
<p>4</p> <p>Contemporary governance</p> <p>We are contemporarily governed and are trusted to be transparent, clear, and consistent</p>	<p>AFTA is contemporarily governed with transparent, clear, and consistent policies and operating procedures that equitably demonstrate value to its represented members.</p>