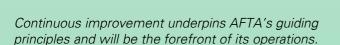


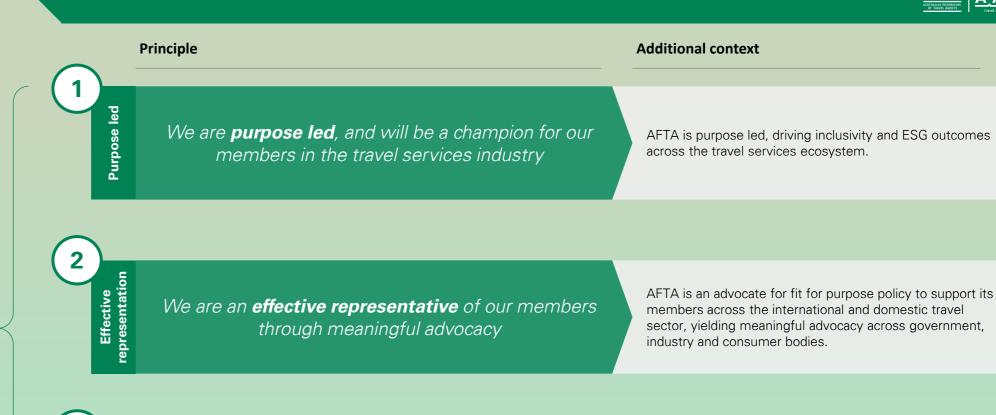
## Our Guiding Principles

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



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





We are known for **driving the best practice** which benefits our members and customers

Driving best Practice

Contempor

governai

Professionalism in member representation and service provision drives best practice and culture that improves customer confidence across the travel services sector.

We are **contemporarily governed** and are trusted to be transparent, clear, and consistent AFTA is contemporarily governed with transparent, clear, and consistent policies and operating procedures that equitably demonstrate value to its represented members.