

ALLIED
MEMBERSHIP

20
26





THE WORLD'S LEADING GLOBAL ALLIANCE OF TRAVEL AGENCY ASSOCIATIONS

UNITING 12 REGIONS
AND OVER 50 COUNTRIES,
WTAAA ADVOCATES FOR
A FAIR, PROFITABLE AND
FUTURE-READY TRAVEL
ECOSYSTEM WORLDWIDE.

REPRESENTING OVER 70% OF ALL AIRLINE
SALES THROUGH THE TRAVEL AGENCY
CHANNEL, WE PROVIDE WHAT NO SINGLE
MARKET OR ASSOCIATION CAN ACHIEVE
ALONE: CREDIBLE GLOBAL ADVOCACY,
ALIGNED LEADERSHIP AND A UNIFIED VOICE.

GLOBAL
VOICE.
GLOBAL
INFLUENCE.
GLOBAL
UNITY.



01.

GLOBAL ADVOCACY

Ensuring aligned standards, fair policy and strong representation across air, land and sea travel.

02.

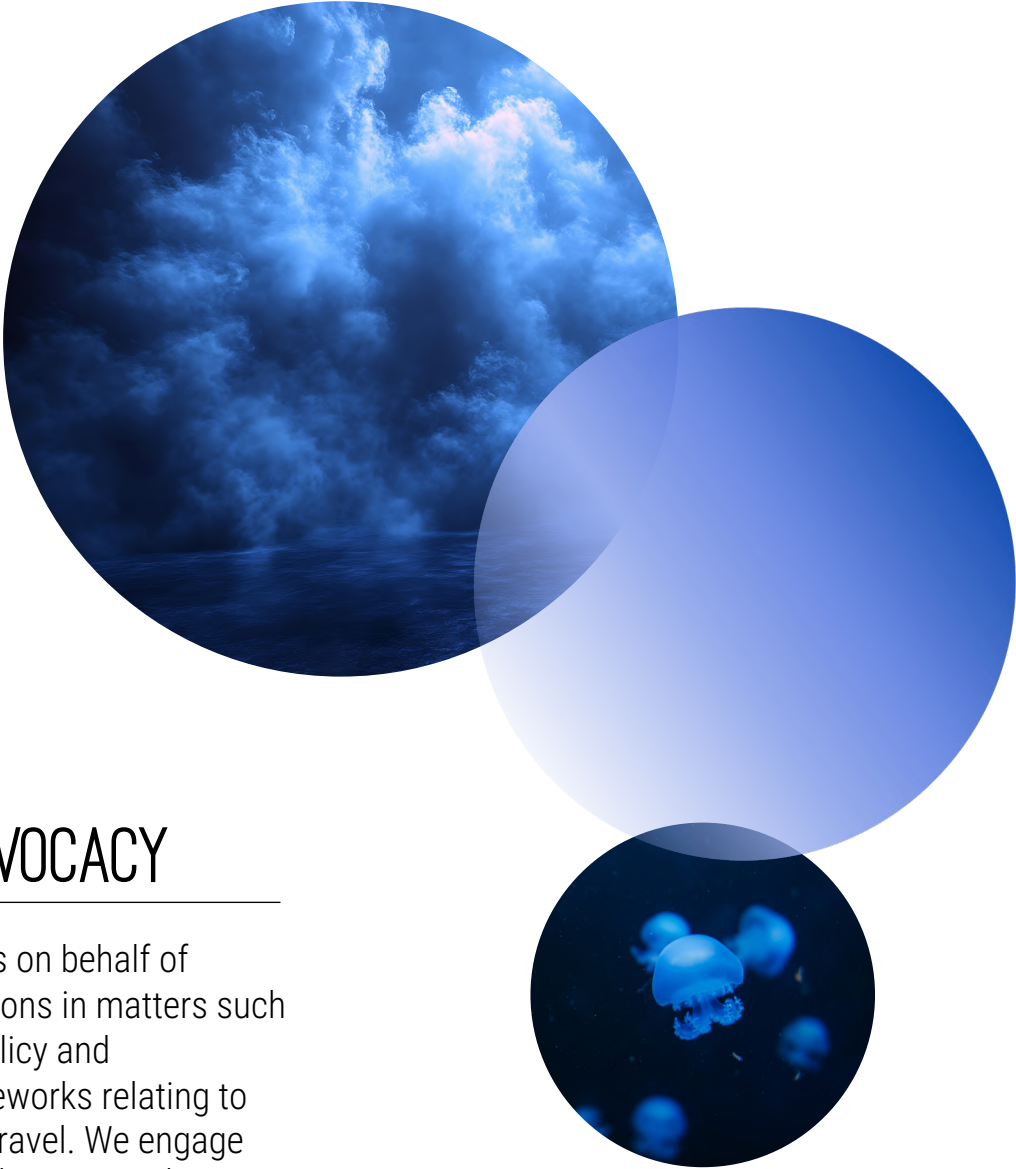
LEADERSHIP

Addressing global issues through standardisation, shared intelligence and unified action across multiple markets and regions.

03.

MEMBERSHIP

Empowering travel agency associations to better serve, protect and advance their agency members within their own markets.



01.

GLOBAL ADVOCACY

WTAAA advocates on behalf of member associations in matters such as distribution, policy and commercial frameworks relating to air, land and sea travel. We engage constructively and consistently across this global travel ecosystem, guided by principles of collaboration, transparency and mutual respect.

GOVERNMENT ENGAGEMENT

AIR ADVOCACY

LAND + SEA ADVOCACY



02.

LEADERSHIP

Our 2026 programme shares intelligence, collaborative frameworks and practical tools to keep our global associations and their agency communities informed and future-ready. Here, we address the industry's most pressing challenges, including cyber fraud, disintermediation, crisis response, sustainability and technology integration.

FRAUD FOCUS
COLLABORATION + DISINTERMEDIATION
CRISIS RESPONSE
SUSTAINABILITY
TECHNOLOGY + AI

03.

MEMBERSHIP

Membership is intentionally selective, bringing together associations that recognise the strategic advantage of collective influence, shared intelligence and global alignment. For associations navigating increasing complexity, regulatory pressure and distribution change, being outside this alliance means being outside the global conversation.

ACTIVE MEMBERS

ALLIED MEMBERS

ASSOCIATE MEMBERS

HONORARY + LIFE MEMBERS



WHY BECOME AN ALLIED MEMBER?

BECAUSE SHAPING A STRONG, FUTURE-READY TRAVEL ECOSYSTEM REQUIRES CROSS-SECTOR COLLABORATION AMONG THE INDUSTRY'S GLOBAL LEADERS.

GLOBAL ACCESS + ADVOCACY

Direct access to over 50 national travel associations, supporting shared industry agendas and policy alignment.

SHAPE INDUSTRY OUTCOMES

Collaborate on global initiatives to strengthen industry relationships and business continuity.

MARKET ACCESS + FAIR TRADE

Support from WTAAA for market entry, consumer choice and fair trade practices.

BRAND ALIGNMENT + VISIBILITY

Reinforce brand credibility and industry visibility as a global advocate for travel.

HOW DOES MEMBERSHIP WORK?

ALLIED MEMBERS ENGAGE WITH WTAAA THROUGH A RANGE OF INDUSTRY-SHAPING INITIATIVES.

Participate in joint global advocacy initiatives.

Announce the partnership publicly through coordinated press communications.

Gain prominent logo presence on the WTAAA website.

Engage with WTAAA leadership through participation in Board open sessions.

Host webinars for WTAAA members across global markets.

Benefit from LinkedIn visibility and joint communications.

Attend WTAAA member networking events.

Contribute to thought leadership, including white papers and reports.

Collaborate on the development of global strategic policy.

Participate in stakeholder campaigns that advance the travel agency sector.

PARTNER WITH US

WTAAA works with the world's leading global travel technology company on issues such as clarifying what Modern Airline Retailing means in practice, introducing a MAR-ready technology solution designed around the needs of travel professionals.

We also collaborate with a world leading global payment network provider to expand B2B card acceptance in travel, enabling smarter and more flexible payment options for travel professionals.

Contact us to explore becoming an Allied Member.

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