

In this segment, we highlight concerns that have transpired through the media. Our archives of press releases and letters also allow you to sift through past correspondences that you might have overlooked and on top of that, we keep you updated with the latest issues that matter to you as our member or as a general consumer from the public.

### **LATEST UPDATE**

26 July 2006

### **PRESS RELEASE**

#### **CASE & NATAS Launches Joint Accreditation for Travel Agencies**

The Consumers Association of Singapore (CASE) and The National Association of Travel Agents Singapore (NATAS) are pleased to announce the launch of The Joint Accreditation Scheme for the travel industry.

CaseTrust has been working towards the enhancement of service quality as well as the integrity of businesses ever since the re-launch of the CaseTrust Accreditation Scheme in 2004. This is an extension of the existing CaseTrust Accreditation Scheme which has recognised sectors including retail, private schools, employment agencies, online stores and other service sectors. Similarly, since its formation in 1979, one of NATAS' main goals has also been the establishment and maintenance of ethical standards and business practices amongst its members.

This Joint Accreditation Scheme, which sees the fusion of similar goals between the two associations, will augment existing procedures to improve the travel industry as a whole in Singapore. Consumer confidence will be boosted especially since accredited travel agencies promote fair and ethical business practices. Being CaseTrust-certified, it would mean that these agencies have passed stringent assessment which includes good sales and after-sales service, business integrity and well-trained sales staff.

CASE President, Mr Yeo Guat Kwang said, "This is indeed good news for consumers. With the launch of the CaseTrust-NATAS Joint Accreditation, we are heartened to see more industries adopting the CaseTrust mark. It is evident that Singapore's service sector is committed towards improving its business practices and customer service. "

Travel agencies, on the other hand, will also have the opportunity to build up their reputation and gain added recognition for their endeavors. This will certainly improve their business opportunities as well.

NATAS President, Mr William Tan said, "NATAS have always been actively trying to identify schemes that boost industry standards and benefit the travel agents at the same time. Travel agencies need to recognize that they should place equal emphasis on their aspiration to drive and grow their businesses as well as the needs of the consumers. As a form of encouragement to our travel agent members, we are even prepared to fund their application and assessment fee."

A total of 7 NATAS members who have already been accredited by CaseTrust will be the first to display the new Joint Accreditation logo within their stores. Consumers may log onto [www.case.org.sg](http://www.case.org.sg) or [www.natas.travel](http://www.natas.travel) to check the list of accredited travel agencies.

We look forward to the accreditation of more agencies and are confident of the benefits that this Scheme promises for both consumers and travel agencies alike.

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## **Annex A**

### **Pioneer batch of 7 Travel Agencies awarded the CaseTrust-NATAS trust mark**

- 1) Chan Brothers Travel Pte Ltd
- 2) Commonwealth Travel Service Corporation Pte Ltd
- 3) Hong Thai Travel Services (S) Pte Ltd
- 4) Pacific Arena Pte Ltd (trading as PriceBreaker)
- 5) Scenic Travel Pte Ltd
- 6) Sino-America Tours Corporation Pte Ltd

7) WTS Travel & Tours Pte Ltd