

# A Pro-Active Tool for All Sellers of Travel

# Security Advisory

# For Passengers

Travel Today has again been working with the Aviation Security Service (Avsec) to produce this second edition of our advisory document to enable retail, business and corporate travel offices, brokers, and airlines, to keep their clients better informed when preparing to travel.

In other words, to encourage clients to sort themselves out before they leave home . . . so there's no nasty surprises at airport check-in.

A client service the internet simply can't match!!

The very high level of response from the trade, and the high level of branded versions requested, showed that there was a real need to get this information in front of travellers. The trade's response to the first version was 'amazing'.

## The Concept

The concept is that this advisory document (right) is initially being distributed to all New Zealand-based companies, including retail and broker head offices, airlines and other suppliers, so as to give them the opportunity of having their own branded version made available.

Retail agents, brokers and corporate travel offices, as well as airlines and other suppliers, can then distribute a branded version to all clients as a value-add initiative (in pdf format which they can print out) to show that travel agents and airlines really do care about their clients, offering a value-add the internet simply can't.

But the big thing is that it will not cost the industry anything. It's FREE!

## Branded Versions

This document will be available with the individual brand logos of all the major retail groups; and travel agents and brokers can request their own, individually-branded versions. All Travel Today subscribers, including airlines and other relevant travel suppliers, can also request their own branded version.

**NOTE:** This is the second, updated version of this Avsec document, and the industry is requested to delete any and all copies of the first edition. There have been significant changes in laws and other aspects of aviation security, and continued use of the original version would "not be a good idea".



If you are wanting a branded version, please **CLICK HERE**.

For more information, please call Tony on 0-9-415 8111, or e-mail [avsec@traveltoday.co.nz](mailto:avsec@traveltoday.co.nz)