American Society of Travel Advisors

Bob Duglin
Vice President, International Membership & Expansion
The Industry IS ASTA

ASTA (American Society of Travel Advisors) is the leading global advocate for travel advisors, the travel industry and the traveling public.

Founded in 1931, ASTA is the world’s largest association of travel professionals, represented in over 120 countries.

We represent 2,600 domestic travel agency and travel supplier companies, as well as more than 750 international member companies.

Together with hundreds of internationally based members, ASTA is the leading global advocate for travel advisors, the travel industry and the traveling public.

Our work is to:
Promote and defend the retail travel agency community
Travel Agency Fast Facts

25% of U.S. Travelers used a Leisure/Corporate Travel Agency in 2015

Arranged over 155 Million Trips in 2015

100,295 Full-Time Workforce in 2013

Are primarily small businesses owned and/or operated by women - 68%

ASTA member agencies produce 86% of agency sales (Worth mentioning again)
Media Promotes the Use of a Professional Advisor

The Atlantic
Who Uses a Travel Agent in This Day and Age?
...travelers still prefer booking through an agency because it saves them time and makes flight cancellations less stressful.

USA TODAY
These money-saving travel tips will let you vacation with friends and stick to your budget ... travel advisors
22nd March 2019

AARP
The benefits of using a travel advisor

NBC News
The New York Times
CNN travel
Inc. CNBC Forbes

asta
Travelers Who Use Travel Advisors…

• Anticipate taking **more trips on average** than those who do not plan to use one (3.6 vs. 2.5 trips).

• Expect to **spend more** on their next trip ($2,335) than they did on their last one ($1,981).
  • Given that travelers expect to take an average of 2.9 trips, the total amount of anticipated spend in the next 12 months, per traveler, is an estimated $6,772, a 10% increase over the past 12 months.

• **Travelers who plan to use a Travel Advisor anticipate spending more** on their next trip than those who don’t plan to use an Advisor ($4,015 vs. $1,687).
Astana Member Profile

Responsible for 83% of travel agency sales

An average of 31 years of experience

Experienced & Profitable

Annual sales which are 30% above industry average

Sell 300,000 tickets DAILY & over 110 million annually
Sales in the **BILLIONS**

**ASTA Members Sell**

- **66%** of all tours: $13 BILLION
- **68%** of all cruises: $11 BILLION
- **53%** of air travel: $86 BILLION
- **24%** of hotels: $33 BILLION
- **31%** of car rentals: $5 BILLION
Who does ASTA Represent?

10,500 Advisors from 120+ Countries

83+% of travel agency sales are booked through an ASTA Agency
ASTA Account Management & Strategic Growth
Stronger Together

Consortia/ Franchise/Hosts

- Preferred Supplier Relationships
- Business Tools
- Marketing

Community Education

- Advocacy
  - Federal, State and Local Governments
  - Industry Regulators
  - Supplier Disintermediation
- Consumer Awareness
- Industry Wide Networking
- Industry Intelligence
FORT LAUDERDALE

No Longer Just for Spring Breakers

I was sleeping like a puppy on my couch at a hotel in Fort Lauderdale, the city that inspired us to travel to the Florida Keys, when the alarm sounded and I knew I had to get up and face the day. It was a beautiful morning, and the sun was shining through the window. I jumped out of bed and headed downstairs for breakfast.

---

"WE'RE EVOLVING AND IT'S HAPPENING AT A RAPID Pace," said Stacy Ritter, President & CEO of the Greater Fort Lauderdale Convention & Visitors Bureau (sun Miy.com). "This is an exciting time for the city, and we are seeing a lot of growth and development."