

American Society of Travel Advisors

Bob Duglin

Vice President, International Membership &
Expansion



American Society of
Travel Advisors


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.

A photograph of four people (two women and two men) standing in a hallway, smiling. The image is overlaid with a semi-transparent blue rectangle containing text.

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
New York
Times**



travel

Inc.



CNBC

Forbes



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).



Power of the ASTA Community

ASTA 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



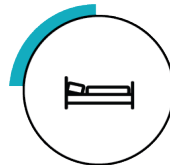
66% of all tours
\$13 BILLION



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 Membership Overview

Corporate Advisory Council

28 Agency
7 Consortia
9 Supplier

Annual sales must
be over \$50 million

4 Consortia
36 Suppliers

Must spend \$35K in sponsorship

Proud Partners

Premium Membership

146 Companies
3,457 Employees

Annual sales volume over \$50 million are automatically in the program. Any agency can opt into the program

Dues based on annual sales volume*: \$3,270 - \$36,000

US Travel Agencies

1,769 Companies
3,211 Employees
Annual sales under \$50 million

Dues based on annual sales volume:
\$345 - \$1,400/year

US Travel Advisors

2190 Advisors

Individual Membership
Annual sales under \$1 million

Dues: \$199

Schools

11 Travel
Schools

Dues: \$490

Future Travel Professionals

46 Students

Dues: \$80

Travel Suppliers

1,078 Companies
1,795 Employees
100+ Countries

Provide products, services & information to agencies

Dues based on annual sales volume**: \$599 - \$1899

Premium
Travel
Agency

Premium Host
Agency

Premium
Consortia
*Dues based on
annual gross
revenue

US Travel
Agency

US Travel
Advisor

Travel School

Future Travel
Professional

US Based
Supplier

International
Based
Supplier

Travel Trade
Organization
**One dues
level for this
category



ASTA Account Management & Strategic Growth

2014



SIGNATURE
TRAVEL NETWORK

2015



2016



2017



2018



2019



Stronger Together



HOST OF ASTA GLOBAL CONVENTION 2019



“
WE’RE EVOLVING AND IT’S
HAPPENING AT A RAPID PACE,”
said Stacy Ritter, President & CEO of the
Greater Fort Lauderdale Convention &
Visitors Bureau (sunny.org).

FORT LAUDERDALE

NO
LONGER
JUST FOR
SPRING
BREAKERS

I was slurping down juicy raw oysters at Barlock Coast, the Prohibition-inspired seafood restaurant at The Ritz Carlton, Fort Lauderdale (1 N Fort Lauderdale Beach, Fort Lauderdale), when I chomped on something hard. I spit it out and found a shiny 1/4-inch white pearl. My discovery sufficiently amazed the staff to fetch the restaurant’s oyster shucker, Ronaldo.

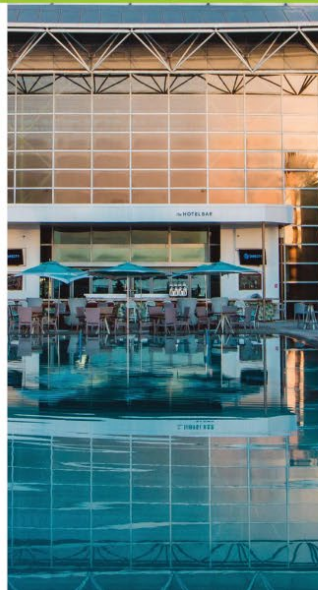
“I’ve shucked about 800,000 oysters and never found one,” he said. “You’re very blessed.”

My lucky find in the restaurant’s rum room, lined with bottles from Florida and the Caribbean, was just the first of many hidden jewels I discovered on my recent trip to the Greater Fort Lauderdale area. The city was once primarily known as just a party town for spring breakers. College students still descend every spring, but what’s happening the rest of the year is much more interesting. The city is experiencing a building boom, both residential and commercial. There are new hotels and more than \$1.6-billion worth of property renovations, plus dozens of new restaurants and bars opening the last few years.

“We’re evolving and it’s happening at a rapid pace,” said Stacy Ritter, President & CEO of the Greater Fort Lauderdale Convention & Visitors Bureau (sunny.org). “Hospitality development continues to be strong with 39 hotel properties projected to open within the next five years throughout the county. And we’re completely renovating the Broward County Convention Center, which will include a brand new 800-room hotel.”

Fort Lauderdale will also welcome its first Four Seasons hotel and condo project late next year. The AC Sawgrass Mills/Sunrise and Tru by Hilton are on the way. The Conrad Fort Lauderdale Beach (551 N Fort Lauderdale Beach Blvd., Fort Lauderdale) is the latest luxury property to open in October 2017.

“Conrad is really at the helm of the resurgence of the luxury traveler coming to Fort Lauderdale,” said Chintan Dadhich, the hotel’s General Manager. “That resurgence is very important for this market as we move forward and get this



destination back on the map.”

The property was formerly residential, so the all-suite hotel offers 290 water-view units that are unusually large, with small kitchens, a dining area and a bathroom. There’s even a mini wine cellar for families. There’s even a mini wine cellar for families. There’s even a mini wine cellar for families. There’s even a mini wine cellar for families.

Down ocean in Hollywood, the spa of a \$100-million renovation completed last year at The Diplomat Beach Resort (3555 S. Hollywood, FL), the host of this year’s ASTA Convention. If you’re attending, you’ll find a conducive to working and playing. The expansive lobby is styled in the offices, with cozy nooks to hold meetings, under a glass ceiling that stretches over the entire resort. The resort is the largest hotel and spa in South Florida, with 1,000 rooms and 5,000 square feet of meeting and event space, including a 20,000-square-foot pool deck.

“It’s gone from a typical group hotel to a dual functionality, where we can be a resort or a hotel, or whatever we want,” said Laurens Zieren, the resort’s General Manager. “You can have a really good weekend, and not even use the meeting space the same time when we do very large events. It can make it feel very large. And when it feels small, we can make it feel very intimate. Those opportunities were there all along.”

Then there’s the play. Two pools with slides, a beach lined with water activities and a Kids’ Club. But it’s the restaurants that set the property apart. The resort’s renovations include two new eateries. Michael Schulson’s Mosaic picked up a handful of awards last year. The chef’s ten course tasting menu is fabulous. The edamame dumplings are exceptional. The miso caramel tofu is exceptional.

Across the lobby at Geoffrey’s, order the monster Bloody Mary with crab legs and a raw oyster, or the restaurant has an extensive menu of enticing Sunday brunch. But the older steakhouse, Prime, helmed by the charming



A background image of a man and a woman on a boat. The man is wearing a hat and a plaid shirt, smiling. The woman is next to him, also smiling. The boat has colorful sails (orange, yellow, green, blue) and is on the water. The image is partially covered by a teal overlay on the left and a white overlay on the right.

Thank You

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