

**JUNE 9th - JUNE 12th, 2016**

JW MARRIOTT DESERT SPRINGS RESORT & SPA



# PRESENTATION TITLE

By John Smith





 **ASTA** AMERICAN SOCIETY  
OF TRAVEL AGENTS



**Promote & Defend**

**Travel Agency Advocacy  
Consumer Awareness  
Education and Professionalism**



# Promote & Defend



**Casting VEEP actor  
experienced voice and on-camera actor**

ASTA puts agents in front of consumers with a new commercial starring **Craig Sechler**, who appears alongside **Julia Louis-Dreyfus**



**Promote & Defend**

**Awareness**

**Taking Off**

# ASTA Vision

[video]



# Consumer Research

Save **\$452** on average per trip

Save **4 hours** planning per trip

Helps you find **better deals & avoid mistakes**

Vast majority say using a travel agent makes

the **experience better**

**Highest usage of travel agents**

Most consumer engagement starts online

Email/online response needs to be a well-tuned machine





# Wins in the States

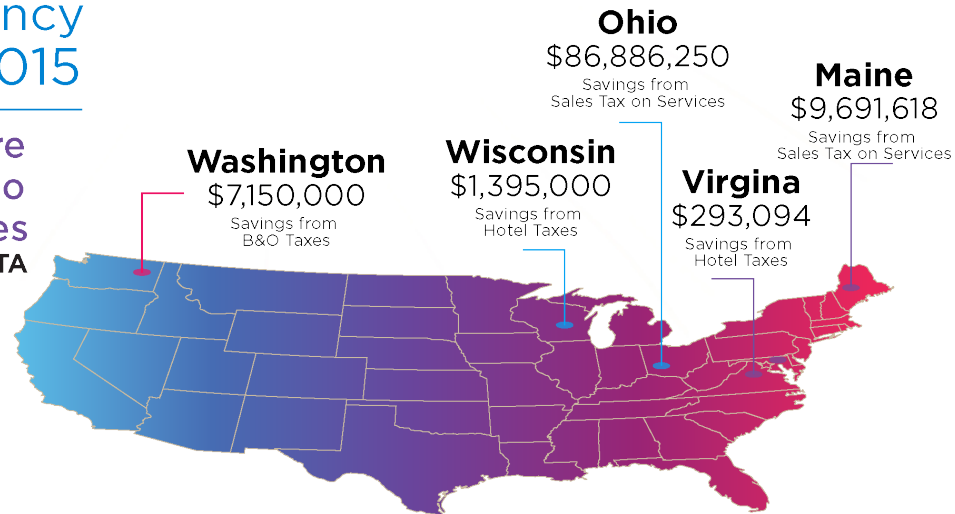
ASTA SAVES

# \$172,913,566

for the travel agency community in 2015

Travel agency services are viewed as taxable opportunities  
**...ASTA fights back**

Taxes that states were trying to apply to travel agencies  
**...Defeated by ASTA**









ASTA Global Convention  
Reno Tahoe • Sept 25 – 28



Hero pilot  
Chesley 'Sully' Sullenberger