

# International Destination Expo

OVERVIEW AND BID DOCUMENT



# Who is ASTA?

ASTA (American Society of Travel Agents) is the world's largest and most powerful association of travel agents. Our members include travel agencies, travel sellers and the companies whose products they sell: cruise lines, tour companies, hotels, car rental companies, destinations and technology companies. ASTA is committed to the professional development of its members through specialized education, extensive networking, comprehensive industry information, exceptional conferences and business tailored trade shows.



## **Membership:**

ASTA is the world's largest travel agency trade association, members include the largest and smallest travel agencies, from Expedia, Travelocity, Orbitz and American Express to the home-based agent. Membership structure includes:

- 39 Corporate Advisory Council (CAC) - Comprised of the heads of the largest travel agency organizations i.e. consortia, franchise organizations, independent agencies, OTA's, and TMC's. To qualify, annual revenue must exceed \$50,000,000
- 156 Premium Members (2,209 Managers and Employees) - Generally make over \$20,000,000 a year
- 2,503 Core Members – Growing, qualified and hard-to-reach agencies with potential reach of 37,545
- 1,035 International Members - IATA-appointed in 140 countries
- \$152 billion (63% of market) - Total ASTA agency travel sales including online agencies
- 1985 - When average ASTA agency was established
- ASTA agencies report that leisure products make up an average of 78 percent of total sales and corporate sales make up the remaining 22 percent of sales.
- Over 40% of agencies have a retail location with multiple employees. The second largest percentage is home-based agencies with multiple employees.

**Government Affairs:**

ASTA is the leading advocate for the travel industry, this department represents the rights of travel agents and the traveling public on Capitol Hill and in state legislatures. Recent success stories include:

- Opposing legislation to impose new costs on agencies who use the services of independent contractors;
- Fighting proposed taxes on travel agent service fees in Virginia, Iowa and Massachusetts;
- Working to ensure that no additional airlines shift the cost and risk of credit card transactions onto travel agents; and
- Encouraging Congress to expand access to credit for travel agencies and other small businesses.
- Support for small businesses – ASTA has endorsed legislation to help small business travel agents to navigate the recession, including:
  - o The Home Office Deduction Simplification Act (H.R. 1509)
  - o The Small Business Formation and Job Creation Act (H.R. 1552)
  - o The Small Business Credit Card Act of 2009 (H.R. 3457)

**Communications:**

ASTA works closely with each of the major US travel trade publications—Travel Weekly, Travel Agent, TravelPulse, TravelAgeWest, Recommend and Travel Market Report—to promote our association and its efforts. Readership for these publications follows respectively 48,172, 50,000, 70,000, 61,000 and 34,134.

- 123 reporters from 70 trade media publications - all ASTA press releases are sent
- 444 international reporters and a 375 travel bloggers – press releases are sent to depending on subject matter
- 30,000 subscribers – ASTA’s daily and weekly e-newsletter reach

### **What is the International Destination Expo?**

Starting with Prague in 2006 ASTA launched a new conference the International Destination Expo. The conference was developed from intensive industry research confirming that active travel agents want both out-of-country training to receive specialist credentials and in-depth knowledge of specific countries — presented in a comprehensive business format.

The International Destination Expo will bring travel agents in from around the globe to train as host destination experts. The conference will include:

1. Intensive destination education—travel agents can become destination experts of the host destination at the conclusion of the conference
2. Business-oriented trade show with exhibition hall booths and one-on-one business appointments
3. First-hand travel agent experience through informative sightseeing and pre- and post-tours

The first IDE was held in Prague in March of 2006 and attracted over 1,200 participants from 40 countries. Since then, the IDE has been attracting over 1,000 agents and tour operators globally and has become the industry's #1 event for destination training.

### **One-of-a-Kind Trade Show Experience**

The IDE trade show features suppliers from the region, giving suppliers a chance to meet with agents without the expense of travel to the United States or the logistical challenges of a U.S. road show. The focused trade show allows the host destination to showcase its local and regional industry supplier partners to agent markets interested in developing partnerships and business opportunities.

The trade show features one-on-one, pre-scheduled business appointments ensuring that important connections are made between attendees and the exhibiting companies.

### **Destination Immersion**

The IDE features intensive training courses that focus on the hosting region, giving the agents the chance to receive in-depth training on your ideal location.

At each IDE, agents who take these destination focused courses receive a certificate of their training.

For example, the 2008 IDE in Lyon featured specific destination training on Lyon, the Rhone-Alps region, France and additional education on topics such as:

<ul style="list-style-type: none"><li>• Culinary</li><li>• Architecture</li><li>• Wine</li></ul>	<ul style="list-style-type: none"><li>• Rail Travel</li><li>• Niche Tours</li><li>• Regional</li></ul>
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In 2010, the IDE in Istanbul featured a Destination Specialization course on how to sell Turkey. ASTA created the course specifically timed to debut at the 2010 IDE event. Host IDE Destinations who do not have an existing Destination course available to travel agents can work with ASTA to create this training to take place during the IDE.

The destination specialization course can also be made available to agents worldwide after the IDE is over. This is an investment in education that will provide long term benefits for the Host Destination.

### **First-Hand Knowledge: The Destination and Surrounding Regions**

The IDE offers the host destination the opportunity to showcase to the travel agent attendees both half and full day tours so they can immerse themselves in seeing first-hand the charms and sites of the city and surrounding region.

Typically over 1,000 attendees take these tours and experience the unique and exciting attractions of the host venue.

### **Pre/Post Tours**

Maximum exposure can be gained for destinations participating with pre/post tours. Hundreds of agents take these tours to further their knowledge of the region. Participating companies can highlight their various tours and company services and allow the agents to experience their hospitality first-hand on one of their tours. Single Country and Multiple Country tours are welcome.

### **Current years open for bid are: 2013 and beyond.**

2006..... Prague, Czech Republic

2007..... JeJu, Korea

2008..... Lyon, France

2009..... Sun City, South Africa

2010..... Istanbul, Turkey

2011.....San Juan, Puerto Rico

2012.....Lima, Peru

## **Past IDE Press Releases**

### **ASTA's IDE Hailed a Success by Attendees, Exhibitors**

Alexandria, Va., May 10, 2010— ASTA, the world's largest travel trade association, announced today the success of its recent International Destination Expo (IDE) in Istanbul, Turkey (April 19-22). All told, 120 supplier companies (141 booths), were on hand to meet one-on-one with more than 1,200 travel professionals from 18 countries, as they gathered to learn about the culture, attractions and travel business of Turkey and its neighboring countries.

“The International Destination Expo offers attendees a rare chance to learn about a country or region at a personal level, allowing them to come home with great insider tips to share with their clients,” said Chris Russo, ASTA president and chair. “This year's event was no different. The more than 1,200 people who came to Istanbul to attend the IDE were able to make life-long business connections that will benefit their companies and their clients for years to come.”

“It was a great pleasure to host the esteemed delegates from the International Destination Expo. Thanks to the enthusiasm, dedication and hard work of the ASTA team, we had a successful show,” said Levent Demirel, Deputy General Manager of Turkey Ministry of Culture and Tourism. “Thank you ASTA for all of your support and help. We are glad that our relations with the USA, our friend and strategic ally, are ever increasing in every field, including tourism.”

While travel agent delegates came from as far away as Vietnam and Thailand, more than half of those in attendance hailed from the United States. Overall, 33 percent of delegates were first-time attendees, 78 percent were making their first trip to Turkey and 23 percent reported they had booked Turkey before.

Exhibiting companies, more than 90 percent of which were new to the event, included international tourist offices, hotel properties, travel and tour companies and travel technology firms. The trade show hosted suppliers representing the various regions of Turkey and unique areas such as Palestine, Romania and Kenya. In total, 17 countries were represented among the exhibitors.

This year's International Destination Expo offered more than 1,200 delegates a chance to explore the wonders of Istanbul and Turkish culture. Tour participants saw, among other sites, the world famous Blue Mosque, the Hagia Sophia and the Topkapi Palace, while others learned about Turkish cuisine, Turkey's myriad religious faiths and the art of belly dancing.

ASTA's IDE is an annual gathering of travel industry professionals, seeking to immerse themselves in the culture, food and sightseeing of a unique destination, with the purpose of educating their clients about the region. To that end, 550 certifications were awarded during the event in such destination education courses as the Treasures of Southern Europe (Andorra, Cyprus, Gibraltar, Malta, Monaco and San Marino) and Turkey, the Cradle of Civilization, as well as niche programs on faith-based travel in and around the Middle East and Holy Land, Mediterranean cruising and culinary travel to Turkey.

Product seminars, which examined such topics as creating customized groups and FITs to Turkey, developing the perfect custom Turkey itinerary, and understanding and selling Turkey, were attended by more than 450 travel agents. Supplier seminars, which touched upon the subjects of growing a business with ASTA, working with US travel agents, and finding and working with home-based and independent travel agents, were attended by 300 exhibitors, while 75 people attended the International Travel Agents Summit.

Prior to the event, ASTA's Board of Directors, which held its meeting April 18-19 in conjunction with IDE, was hosted at a lunch by the Foreign Economic Relations Board's (DEIK) Turkish American Business Council (TAAK). The event, which was attended by numerous Turkish tourism interests, provided the chance for attendees to meet and discuss ways in which U.S. and Turkish travel entities might better work together for mutual benefit. Haluk Dincer, chairman of the DEIK's Turkish American Business Council, welcomed the group which included Sharon Weiner, Consul-General of the United States in Istanbul, as an honored guest.

For more information about ASTA's International Destination Expo, please go to [ASTA.org](http://ASTA.org).

#### ABOUT ASTA

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### **ASTA's IDE Hailed a Success by Attendees, Exhibitors** **Trade show floor sells out for first time in four-year history**

Alexandria, Va., March 31, 2009- ASTA, the world's largest travel trade association, announced today the success of its recent International Destination Expo (IDE) in Sun City, South Africa (March 8-11), noting that for the first time in its four-year history the trade show floor sold-out. All told, 130 supplier companies (148 booths), were on hand to meet one-on-one with more than 1,000 travel professionals from 29 countries, as they gathered to learn about the culture, attractions and travel business of South Africa and its neighboring countries.

Exhibiting companies, 97 percent of which were new to the event, included international tourist offices, hotel properties, travel and tour companies and transportation firms. The trade show hosted suppliers representing regions of South Africa and beyond and unique areas such as Istanbul, Turkey, the home of IDE 2010. In total, 12 countries were represented among the exhibitors.

"IDE is a unique event that cannot be found elsewhere in the industry. It offers intense, destination specific education that cannot be obtained through classroom education alone," said Chris Russo, ASTA president and chair. "The contacts agents made there will enrich their personal knowledge and understanding of the destination and allow them to better share the beauty of the country upon their return home. IDE is more important to travel agents than ever before because of the competitive and ever changing needs of the travel industry."

The sold-out trade show was just one of many firsts to mark the annual event, not the least of

which was the event's debut on the African continent. This year's International Destination Expo was also the first to offer attendees a chance to explore the various provinces through a series of two-day Provincial Packages. All told, 506 attendees took advantage of the opportunity to experience the many culturally diverse regions of the country.

The IDE in Sun City was also the first time in which a local travel trade association held its annual meeting in conjunction with the event: the Association of South Africa Travel Agents (ASATA) hosted its annual conference for 2009 at Sun City. ASATA members, 150 in all, were able to join in meetings, evening functions and participate in the trade show, allowing travel agents from very different parts of the world to interact and network on issues of common ground.

"It was such a wonderful thought for us as the South African travel trade to know that 1,000 ASTA members were in South Africa to experience our spectacular country. We are delighted that the event was such a success and enjoyed the privilege that we had to meet our colleagues from the United States," said Robyn Christie, CEO of the Association of South African Travel Agents. "Events such as this don't happen every day, and we grabbed the opportunity to maximize it as best we could.

"We were very grateful to the ASTA members who participated in our panel discussions which were most informative, and I would recommend that future host countries do their best to involve their members as much as possible. On behalf of the ASATA Board of Directors and our members I take this opportunity to thank ASTA for coming to South Africa and wish them every success with the 2010 IDE in Turkey," Christie added.

ASTA's IDE is an annual gathering of travel industry professionals, seeking to immerse themselves in the culture, food and sightseeing of a unique destination, with the purpose of educating their clients about the region. To that end, 589 certifications were awarded during the event in such destination education courses as FUNDI (South African destination course), Botswana and Namibia, as well as niche programs on spa and wine travel.

The event also provided attendees the rare opportunity to network with smaller tourism entities from across South Africa thanks to an event hosted by the South African International Business Linkages (saibl) program and the Tourism Enterprise Programme (TEP). The event provided South African companies the chance to meet one-one-one and showcase their packages to U.S. travel agents and tour operators during this invitation-only event.

For more information about ASTA's International Destination Expo in Sun City, please go to [ASTA.org](http://ASTA.org).

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## **ASTA Announces Success at 3rd International Destination Expo**

Lyon, France, April 15, 2008- ASTA, the world's largest travel trade association, announced today the success of its third annual International Destination Expo (IDE) in Lyon, France April 12-16. For five days, nearly 1,000 travel professionals from 47 countries, gathered to learn about the culture, attractions and travel business of the city often referred to as "the gateway to Europe."

IDE-Lyon offered travel agents a unique opportunity to meet one-on-one with more than 110 supplier companies (totaling 136 booths) that exhibited at the Lyon Convention Center. Exhibiting supplier companies included international tourist offices, hotel properties, travel and tour companies and transportation firms.

"ASTA's IDE is the only industry event dedicated to destination training," said Cheryl Hudak, CTC, ASTA president and CEO. "Attendees have had the chance to experience for themselves the beauty of Lyon and the Rhone-Alps region and discover the nuances that set this region apart. Meeting one on one with regional suppliers, travel agents now will return home empowered to sell this unique destination. I have no doubt this lovely city will soon be on everyone's must-see list."

ASTA's IDE is an annual gathering of travel industry professionals, seeking to immerse themselves in the culture, food and sightseeing of a unique destination, with the purpose of educating their clients about the region. IDE provides destination-focused seminars and certifications, as well as opportunities for travel agents to build a business network with local suppliers. Delegates leave IDE having experienced all that a destination has to offer. All told attendees took advantage of more than 880 sightseeing experiences while in Lyon.

The trade show hosted suppliers representing regions of France and unique areas such as Sun City, South Africa, the home of IDE 2009-27 countries in all, an increase of more than 25 percent from the previous year. With respect to the trade show, 91 percent of exhibitors were new to the event.

Among delegates, 62 percent hailed from North America, 14 percent from France with the remaining 24 percent from countries as far away as Brazil, Fiji and beyond.

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## **U.S. Travel Agents and Korean Suppliers Gather in Jeju for IDE-Asia**

Alexandria, Va., April 03, 2007 - ASTA, the world's largest and most influential travel trade association, announced today the success of its second annual International Destination Expo (IDE) in Jeju, Republic of Korea, March 25-29, jointly hosted by the Korea Tourism Organization (KTO) and Jeju Self-Governing Province. For five days, more than 1,300 travel professionals from 41 countries, including foreign dignitaries from 15 nations, gathered to learn about the culture, attractions and travel business of the island often referred to as "Korea's Hawaii."

IDE-Asia offered travel agents a unique opportunity to meet one-on-one with more than 125 sup-

plier companies that exhibited at the ICC Jeju (convention center). Exhibiting supplier companies included international tourist offices, hotel properties, travel and tour companies and transportation firms.

“Jeju is an absolutely wonderful destination, and the people of the island are very warm and welcoming,” said Cheryl Hudak, CTC, ASTA president and CEO. “The KTO and Jeju Self-Governing Province have been extremely instrumental in helping make IDE-Asia an event worth remembering and a destination travel agents will surely recommend to clients. Delegates left Jeju with a thorough knowledge of what the region has to offer, which I anticipate will have a positive impact on local tourism.”

ASTA’s IDE is an annual gathering of travel industry professionals, seeking to immerse themselves in the culture, food and sightseeing of a unique destination, with the purpose of educating their clients about the region. IDE provides destination-focused seminars and certifications, as well as opportunities for travel agents to build a business network with local suppliers. Delegates leave IDE having experienced all that a destination has to offer.

IDE-Asia offered delegates an innovative approach to destination training by featuring specialist programs representing 10 countries-Korea, Cambodia, Laos, Malaysia, Indonesia, Taiwan, Thailand, China, India and Myanmar. All told, 860 certificates verifying expertise in these countries will be awarded to agent delegates. These certifications will be published in various media outlets, including ASTA’s Dateline Weekly and SmartBrief newsletters. ASTA will also promote the value of a well-educated agent on its consumer Web site, TravelSense.org.

The trade show hosted suppliers representing the regions of Korea and unique areas such as Lyon, France, the home of IDE 2008, while related seminars educated travel agents on new products and services.

On Sunday, March 25, 213 delegates experienced the delight of Jeju during four scheduled sightseeing tours, including The Softer Side (Miniature Theme Park); the Korean Tea Ceremony; the Korean Traditional Five-Day Market; and Learn Korean Ceramics. On Wednesday, March 28, 340 people participated in tours, including full-day tours of Jeju’s Western Natural Wonders and Jeju Traditions.

The International Destination Expo was comprised of 1,348 delegates, 811 of which were non-Korean. Of those, 657 hailed from North America, while 154 came from across Asia, excluding Korea. More than 170 members of the press attended the event, including 30 Korea-based foreign reporters.

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## **ASTA's International Destination Expo Attracted Travel Professionals from Around the World**

Alexandria, Va., April 12, 2006 - The American Society of Travel Agents (ASTA) is pleased to announce the first ever International Destination Expo (IDE) in Prague featured travel professionals from more than 40 countries, who came to learn more about the tremendous culture, attractions and travel business of the Czech Republic and Central Europe. Travel agents had the unique chance to meet one-on-one with 140 supplier companies that exhibited on the trade show floor of IDE. Supplier companies exhibiting included 44 domestic and international tourist offices, 31 hotel brand properties, 44 travel and tour companies, 10 transportation firms and media from over 47 publications.

"We were pleased to see that a variety of travel professionals came from all over the world to learn more about travel to Central Europe," said Kathryn W. Sudeikis, CTC, ASTA president and CEO. "With the enormous help of CzechTourism, we were able to put on a successful event that deepened attendees' understanding of the Czech culture."

The IDE offered a new approach to destination training by featuring 'destination specialist programs' representing 13 countries. Educational seminars were conducted on the following countries; the Czech Republic, Germany, Poland, Hungary, Bulgaria, Slovakia, Romania, Macedonia, Albania, Slovenia, Croatia, Bosnia and Herzegovina, and Serbia and Montenegro. All agents in attendance were presented with certificates verifying expertise. These certifications will be published in various outlets, such as ASTA's newsletters Dateline and SmartBrief. ASTA will also promote the value of a well-educated agent on its consumer Web site, TravelSense.org.

The trade show floor had suppliers representing 13 regions of the Czech Republic and unique areas such as Korea, Germany, Austria, Turkey, Bulgaria, Croatia, Slovakia, Poland, Romania, Hungary, Egypt, Kenya, the United Kingdom, parts of Asia and more. Suppliers were able to display their products to agents in unique ways, while product seminars gave exhibitors the opportunity to educate travel agents on their new products and services.

Travel agents were able to experience the beauty of Prague and neighboring cities during the seven scheduled sightseeing tours. Six-hundred and fifty agents took advantage of touring opportunities such as the Panoramic Tour of Prague, the Shopping tour, Musical Prague and the Treasures of Lesser Town tours, which took place on Thursday, March 23. On Saturday, March 25 over 550 agents participated in full-day tours to Karlovy Vary, Kutna Hora and Liberec.

The travel agents represented more than 33 countries around the world. Other groups of agents came from Bulgaria, Canada, Czech Republic and Kenya, which makes the show a truly international event. The agents were experienced travel sellers and more than half were agency owners or managers.

The International Destination Expo was comprised of 1,226 delegates. IDE delegates also included 70 reporters from 47 different publications.

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