Our Mission
American Society of Travel Agents

ASTA, short for the American Society of Travel Agents, is the world’s largest association of travel professionals. Our members include travel agents and the companies whose products they sell such as tours, cruises, hotels, car rentals, etc. We are the leading advocate for travel agents, the travel industry and the traveling public.

ASTA and Its Mission
The American Society of Travel Agents (ASTA) is the world’s largest association of travel professionals. The mission of ASTA and its affiliated organizations is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. ASTA seeks a retail travel marketplace that is profitable, growing and a rewarding place to work, invest and do business.

Founded in 1931 as the American Steamship and Tourist Agents’ Association, ASTA and its affiliates now comprise the world’s largest travel trade association with members in 140 countries. As the world’s largest travel trade association, our work encompasses every aspect of the travel experience. Here is just a sample of the activities in which ASTA is involved:

• **Industry Affairs:** We fight to ensure a level playing field and fair competition throughout our industry which, of course, benefits industry professionals as well as consumers.

• **Education:** We provide our members with the finest education and information resources available, so that they are able to provide the utmost in professional service to their clients. ASTA’s homestudy program allows ASTA member agencies, non-members and future travel professionals the opportunity to expand their business through specialization, giving agents the tools to sell unique travel experiences.

• **Consumer Affairs:** We constantly monitor the travel industry to identify “scam” operators and others whose practices cheat consumers and negatively impact our industry. Only ASTA members subscribe to a 13-point code of ethics which stands for “Integrity in Travel.” This is the pledge our members stake their reputations on. And we provide traveling consumers with a complete range of informational resources.

• **Consumer Awareness:** Through its advertising and public relations efforts, ASTA strives to make the traveling public aware of the many benefits of using a travel professional to arrange and purchase travel. ASTA’s advertising slogan, “Without a travel agent, you’re on your own” can be seen in consumer ads in national magazines, national television and in local markets.

ASTA offers many benefits to its members and the traveling public. The majority of ASTA’s members are travel agencies. However, travel suppliers, such as airlines, hotels, car rental firms, cruise lines and tour operators join ASTA. We also have membership categories for students, travel schools, retired travel professionals, retail travel sellers, and others. ASTA is the organization for anyone related to the travel industry!