ASTA Agency Profile

Member Demographics

March 2015

A snapshot of ASTA members as of February 2015

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Year Agency Established in Business

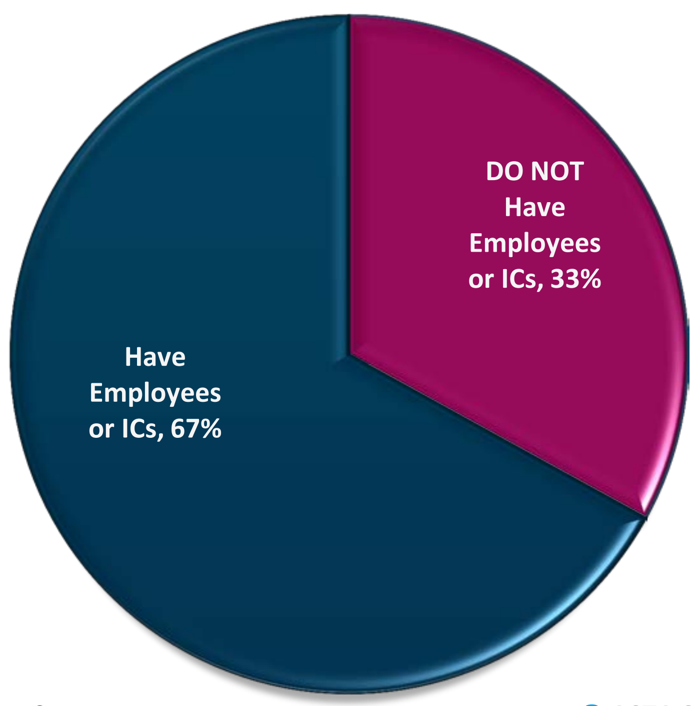
The average ASTA agency was established in 1997. The oldest agency in the survey was established in 1930 and the newest was established in 2014.

	2009	2010	2011	2012	2013	2014	2015	% Change 09/15
1970 and earlier	15%	15%	14%	13%	13%	13%	13%	-11%
1971 - 1980	19%	19%	18%	17%	16%	12%	15%	-35%
1981- 1990	28%	27%	28%	28%	29%	27%	22%	-3%
1991 - 2000	22%	21%	23%	21%	23%	21%	21%	-5%
2001 - present	16%	17%	17%	21%	20%	27%	30%	62%

Number of Employees and Independent Contractors

67 percent of ASTA agencies have employees and/or ICs. The remaining 33 percent are one-person agencies or independent agents. Agencies with employees, on average, have 31 percent of their full-time employees telecommuting and 24 percent of part-time employees telecommuting with responses ranging from 100%-to-0%.

% of agents that primarily telecommute (work from home)	2012	2013	2014	2015
full-time	27%	22%	33%	31%
part-time	24%	26%	32%	24%



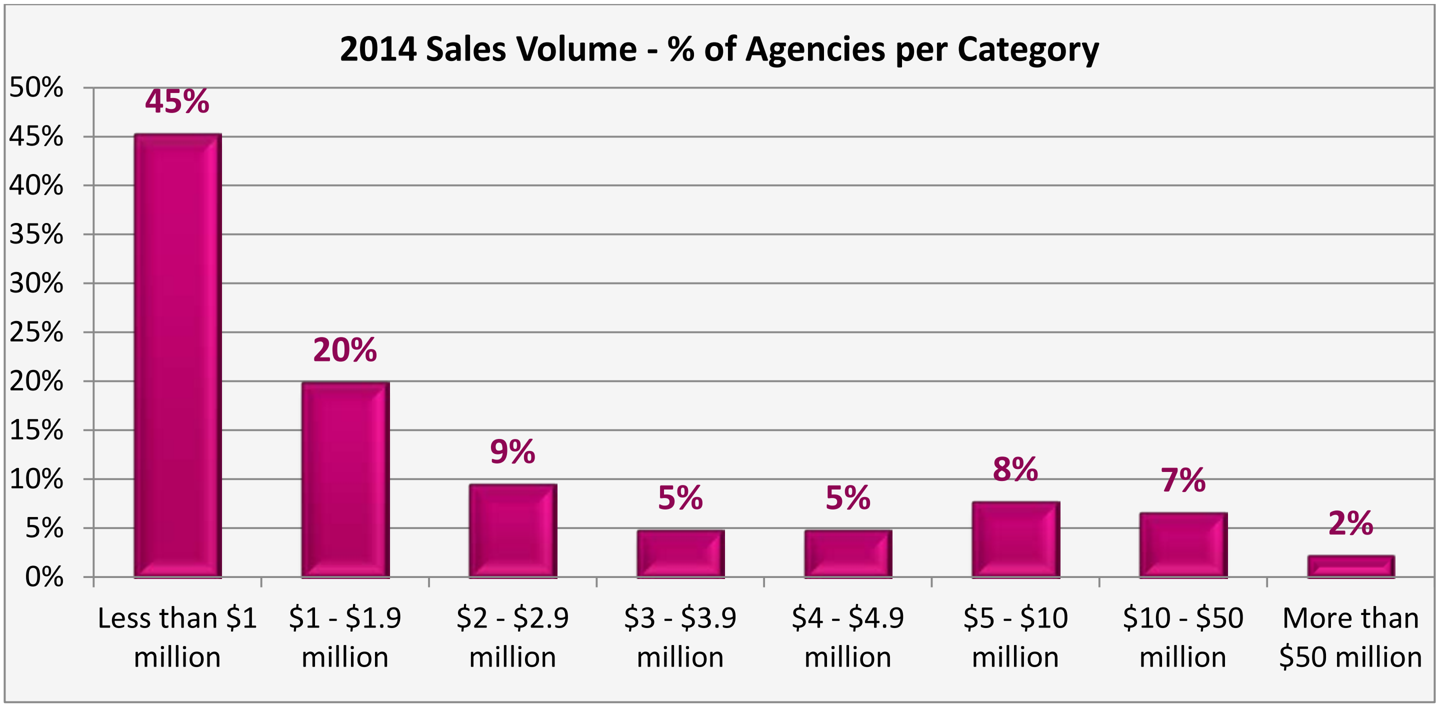
The average number of full-time employees is 10, the average number of part-time employees is 2, and the average number of Independent Contractors (ICs) is 10 of those that have employees/ICs.

	Full-time Employees	Part-time Employees	Independent Contractors
Mean (average)	10	2	10
Median	3	2	4
Mode (most commonly giving answer)	2	1	2

The average number of ICs and part-time employees decreased as the number of full-time employees began to rise between 2009 and 2012. Full-time employees and ICs are fluctuating compared to each other in recent years. This suggests that agencies are still experimenting with the right mix of employees and ICs.

2014 Sales Volume

More than half of ASTA members fall under $2 million in annual sales



In recent years, there has been an increase in the number of agencies with sales of less than $1 million and sales of more than $10 million.

	2002 % Share	2003 % Share	2005 % Share	2006 % Share	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	% Change 02/14
Less than $1 million	21%	22%	23%	24%	35%	35%	39%	40%	39%	43%	44%	45%	115%
$1 - $1.9 million	30%	29%	31%	29%	25%	25%	23%	24%	25%	22%	23%	20%	-34%
$2 - $2.9 million	18%	20%	15%	13%	13%	12%	8%	8%	9%	10%	9%	9%	-49%
$3 - $3.9 million	11%	8%	8%	9%	5%	5%	6%	6%	5%	5%	4%	5%	-55%
$4 - $4.9 million	7%	7%	6%	6%	7%	4%	3%	4%	4%	3%	4%	5%	-36%
$5 - $10 million	8%	11%	9%	10%	7%	8%	11%	7%	9%	9%	8%	8%	-10%
$10 - $50 million	4%	4%	7%	9%	8%	9%	9%	7%	6%	6%	5%	7%	110%
More than $50 million								3%	2%	3%	4%	2%	

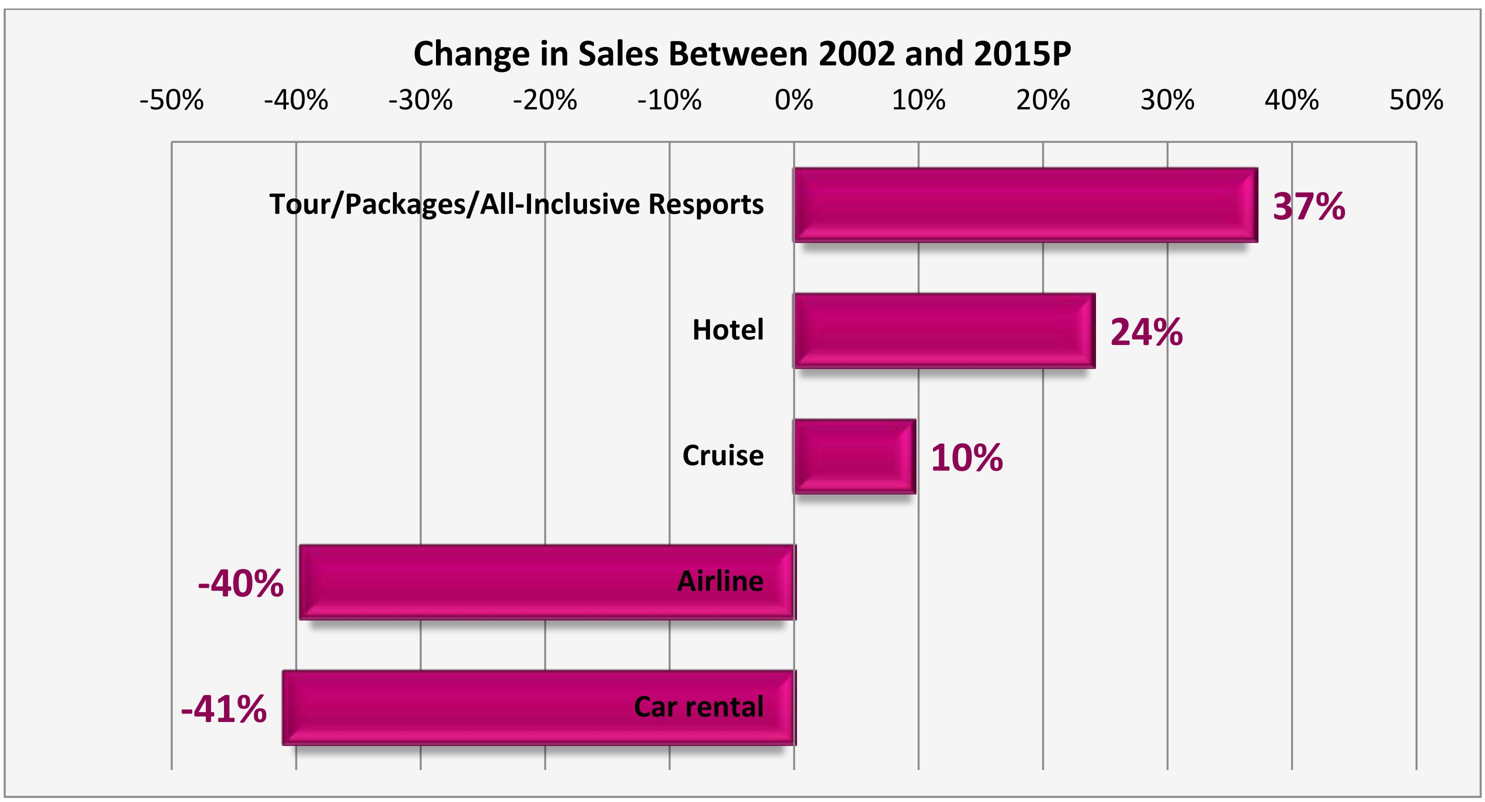
Average Sales Mix

When asking ASTA members about their sales mix, Tour/Packages and Cruise represent the largest share of agencies sales measured in dollars on average. Air was consistently the largest share of sales until 2005. The sales mix varies greatly between agencies based on their business model, highlighted in the charts on page 7.

	2002 % Share	2003 % Share	2005 % Share	2006 % Share	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014R % Share	2015P % Share	% Change 15/03
Tour/Packages	27%	29%	30%	30%	31%	37%	35%	29%	29%	31%	31%	36%	38%	37%
Cruise	22%	22%	24%	24%	25%	20%	25%	25%	25%	26%	26%	23%	24%	10%
Airline	34%	32%	29%	27%	26%	24%	24%	28%	25%	25%	24%	21%	20%	-40%
Hotel	8%	9%	9%	8%	10%	13%	9%	10%	11%	10%	11%	11%	10%	24%
Car rental	5%	5%	5%	4%	4%	3%	4%	4%	4%	4%	4%	3%	3%	-41%
Other	4%	4%	4%	7%	4%	3%	4%	3%	5%	4%	5%	5%	5%	37%

Note: The R stands for revised and the P stands for projection. 2014 sales by segment is revised from last year's projections, 2015 sales by segment data is projected.

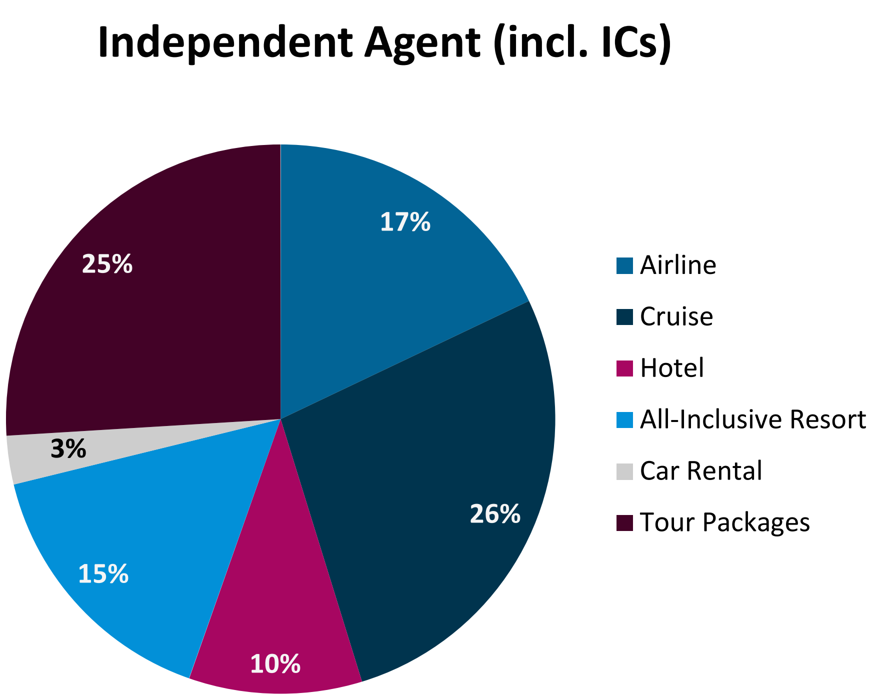
Between 2002 and 2014, the percentage share of air sales dropped 32 percent. Car rental also saw a large decrease in percentage share during the same time period. In contrast, hotels, cruises and tours all saw increases in percentage share.



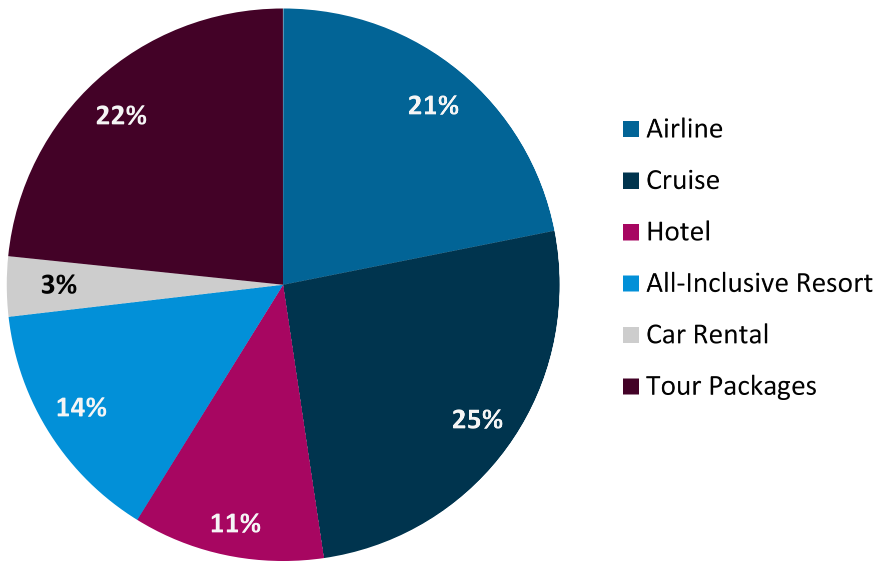
In 2015, for the first time, ASTA broke out "all-inclusive resorts" into its own category for average sales per category. When broken out, tour/packages is about even with cruise and no longer dominates. It will be interesting to see how this category trends over the next five years.

	Overall	Independent Agen (incl. ICs)	Retail Leisure Agency (70%+)	Corporate Agency (70%+)
Airline	20%	17%	21%	59%
Cruise	24%	26%	25%	7%
Hotel	10%	10%	11%	15%
All-Inclusive Resort	14%	15%	14%	4%
Car Rental	3%	3%	3%	4%
Tour/Packages	23%	25%	22%	7%
Other	5%	5%	4%	4%

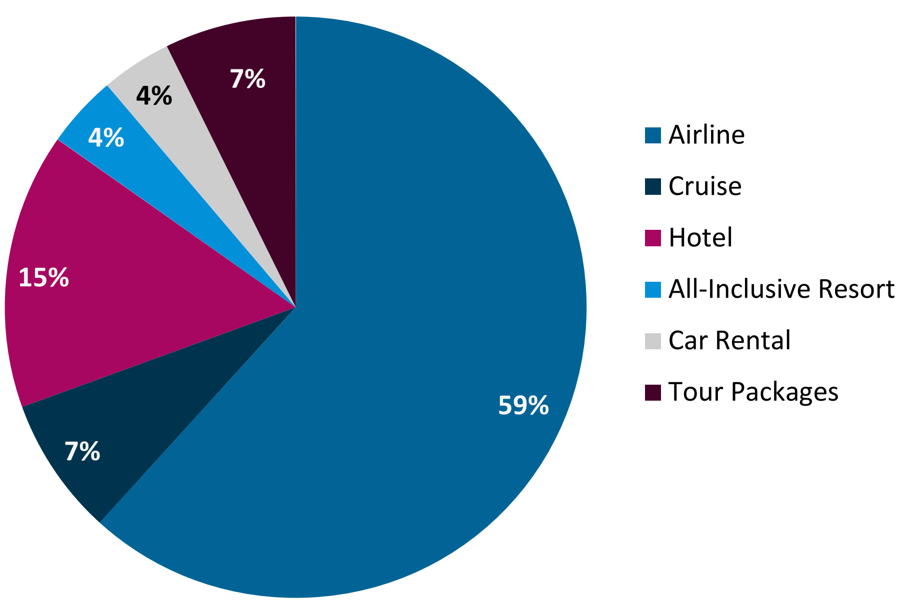
Average Sales Mix – By Business Model



Retail Leisure Agency (70%+)



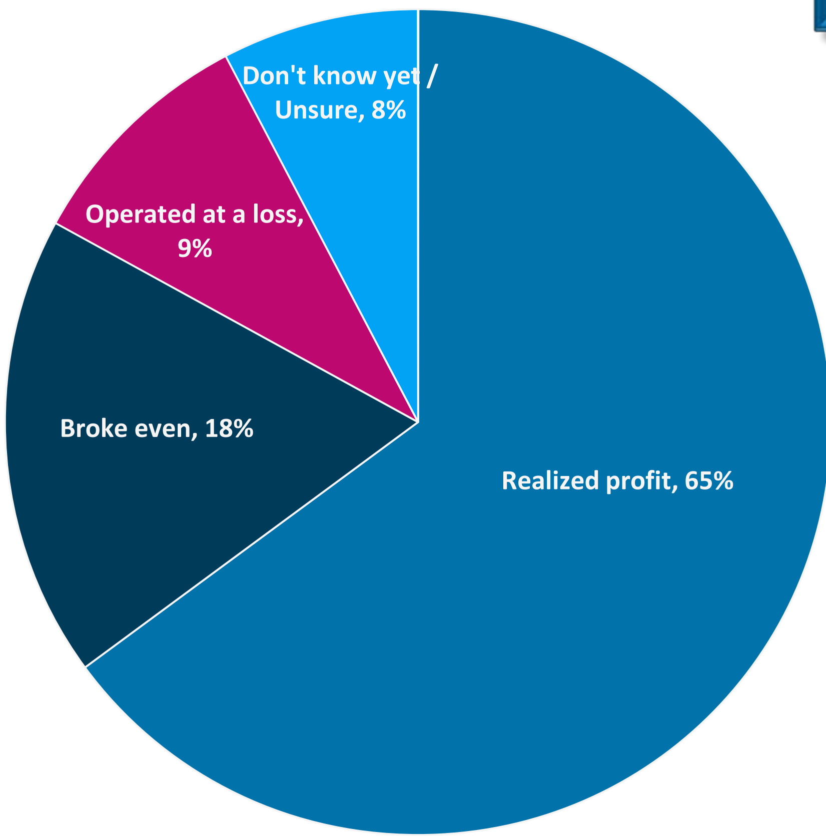
Corporate Agency (70%+)



Agency's 2014 Net Profit Result

More than two-thirds of ASTA agencies realized a profit in 2014.

More information on agency profitability can be found in [ASTA's Financial Benchmarking] report.



The number of agencies that reported a profit for 2013-2014 showed a significant increase over 2012-2011.Those agencies that broke even increased, but those operating at a loss did drop.

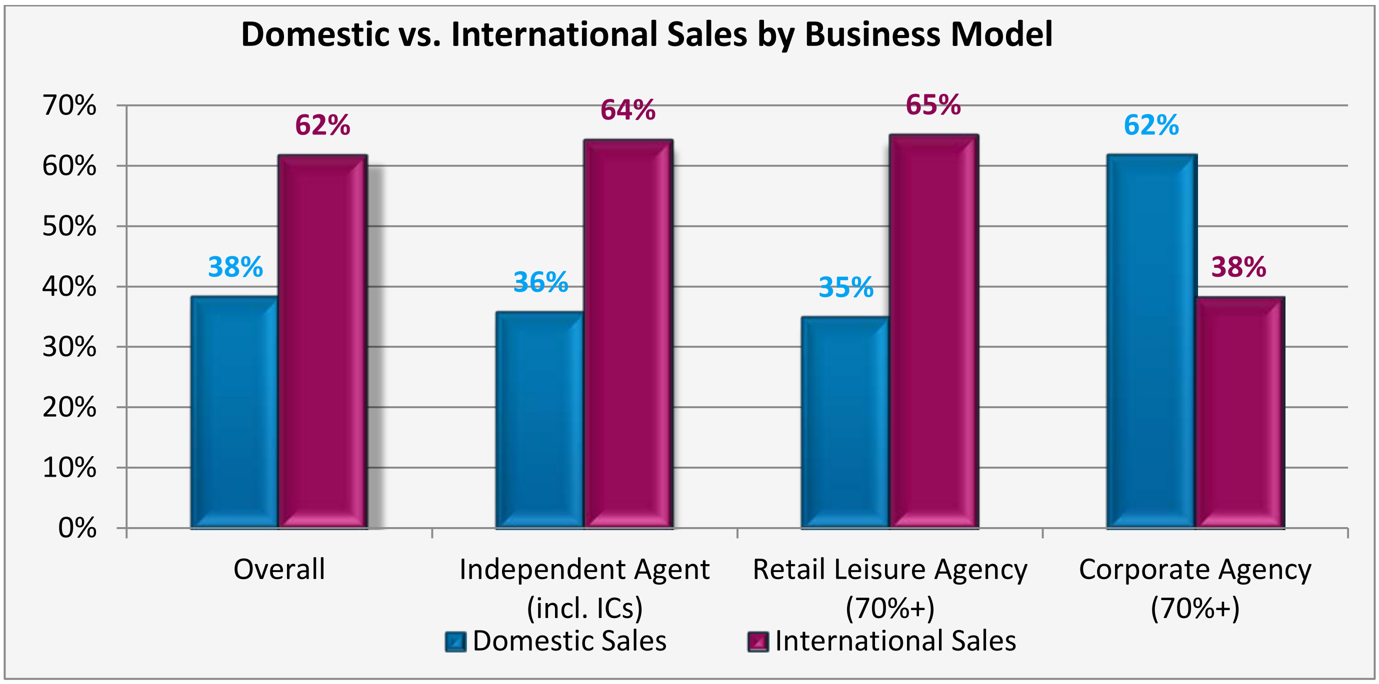
	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014R % Share	% Change 14/07
Realized profit	53%	39%	34%	46%	55%	54%	64%	65%	22%
Broke even	20%	19%	18%	22%	17%	22%	14%	18%	-10%
Operated at a loss	16%	33%	40%	24%	19%	14%	14%	9%	-42%
Don't know yet / Unsure	11%	9%	9%	8%	9%	10%	8%	8%	-30%

Domestic vs. International Sales

The percentage share of international sales had been slowly increasing for the last ten years.

	2004 % Share	2005 % Share	2006 % Share	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 15/06
Domestic	60%	57%	55%	51%	50%	50%	45%	45%	44%	40%	41%	38%	-36%
International	40%	43%	45%	49%	50%	50%	55%	55%	56%	60%	59%	62%	54%

Location of agency sales differs greatly by business model.

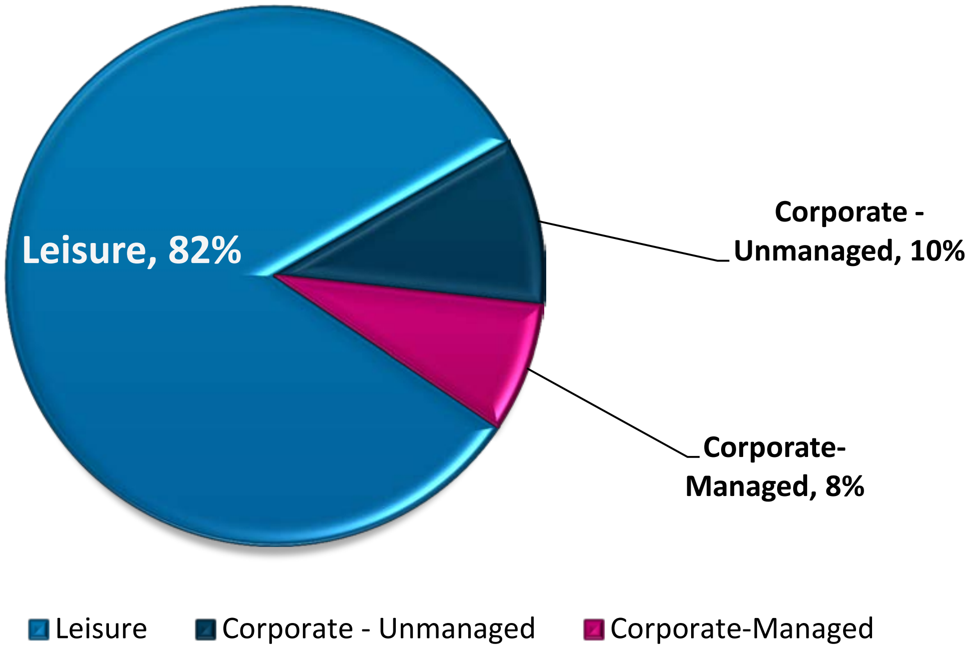


Leisure vs. Corporate Sales

ASTA agencies report that leisure products make up an average of 82 percent of total sales and corporate sales make up the remaining 18 percent of sales.

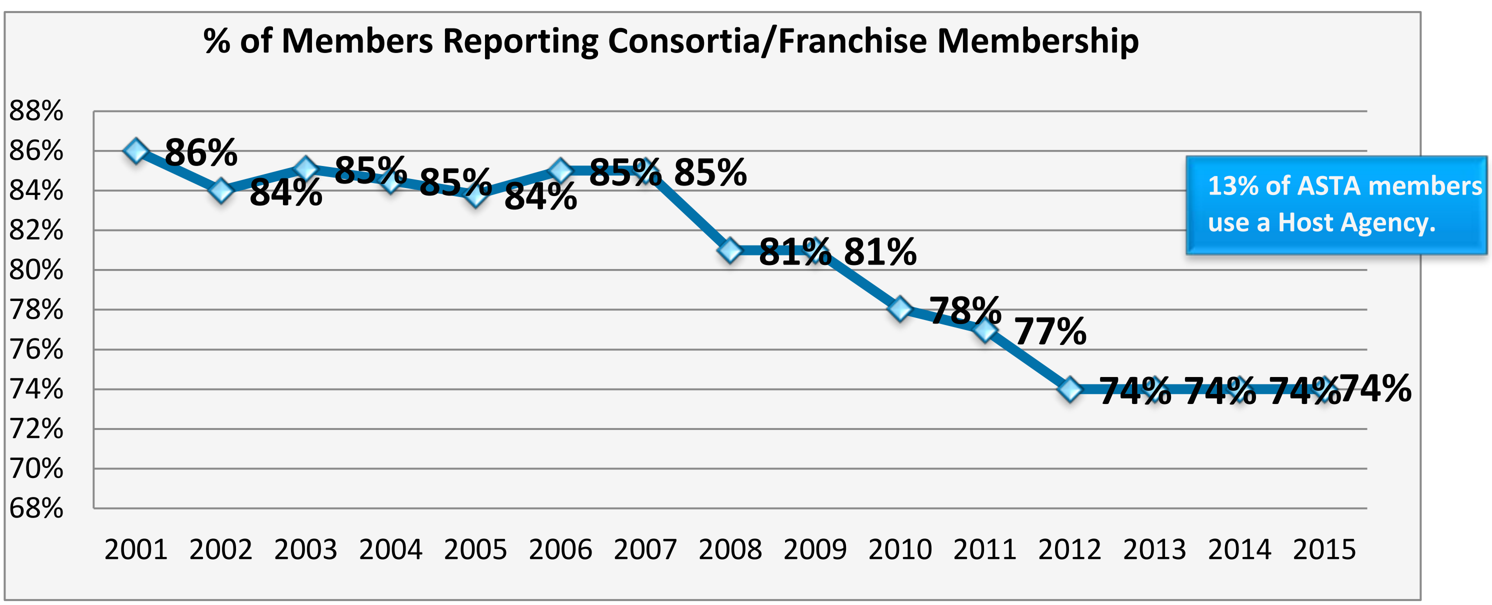
	2004 % Share	2005 % Share	2006 % Share	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 15/05
Leisure	76%	76%	76%	77%	76%	76%	78%	78%	79%	81%	81%	82%	8%
Corporate (managed/ unmanaged	24%	25%	24%	24%	24%	24%	22%	22%	21%	19%	19%	18%	-24%

Managed corporate travel makes up 8% of all ASTA member sales.



Consortia/Franchise Membership

The percentage of agencies with a direct membership in a consortium and/or franchise began decreasing in 2008. The Consortia have been reporting growing membership and believe some ASTA Agencies are members through their consortia, franchise or host and do not realize it.



Top Ten Consortia/Franchises for ASTA Members

Of the top ten Consortia/Franchises, Vacation.com has the largest percentage share of membership for ASTA agencies.

	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 10/15
Vacation.com	25%	28%	27%	25%	27%	26%	6%
TravelLeaders Franchise	8%	7%	7%	5%	5%	8%	-3%
Results! Travel	7%	7%	5%	7%	6%	7%	-1%
Travelsavers	10%	10%	10%	7%	5%	7%	-33%
Signature	3%	4%	4%	4%	3%	7%	140%
Virtuoso	4%	4%	4%	4%	3%	6%	46%
Ensemble	6%	5%	7%	7%	5%	6%	-7%
Westa	3%	4%	3%	4%	4%	4%	9%
NEST	1%	2%	1%	2%	2%	3%	107%
MAST	2%	1%	2%	2%	1%	3%	37%
American Express	4%	3%	2%	3%	3%	1%	-65%
Other	7%	9%	8%	7%	9%	9%	23%

Industry Identification Number Used

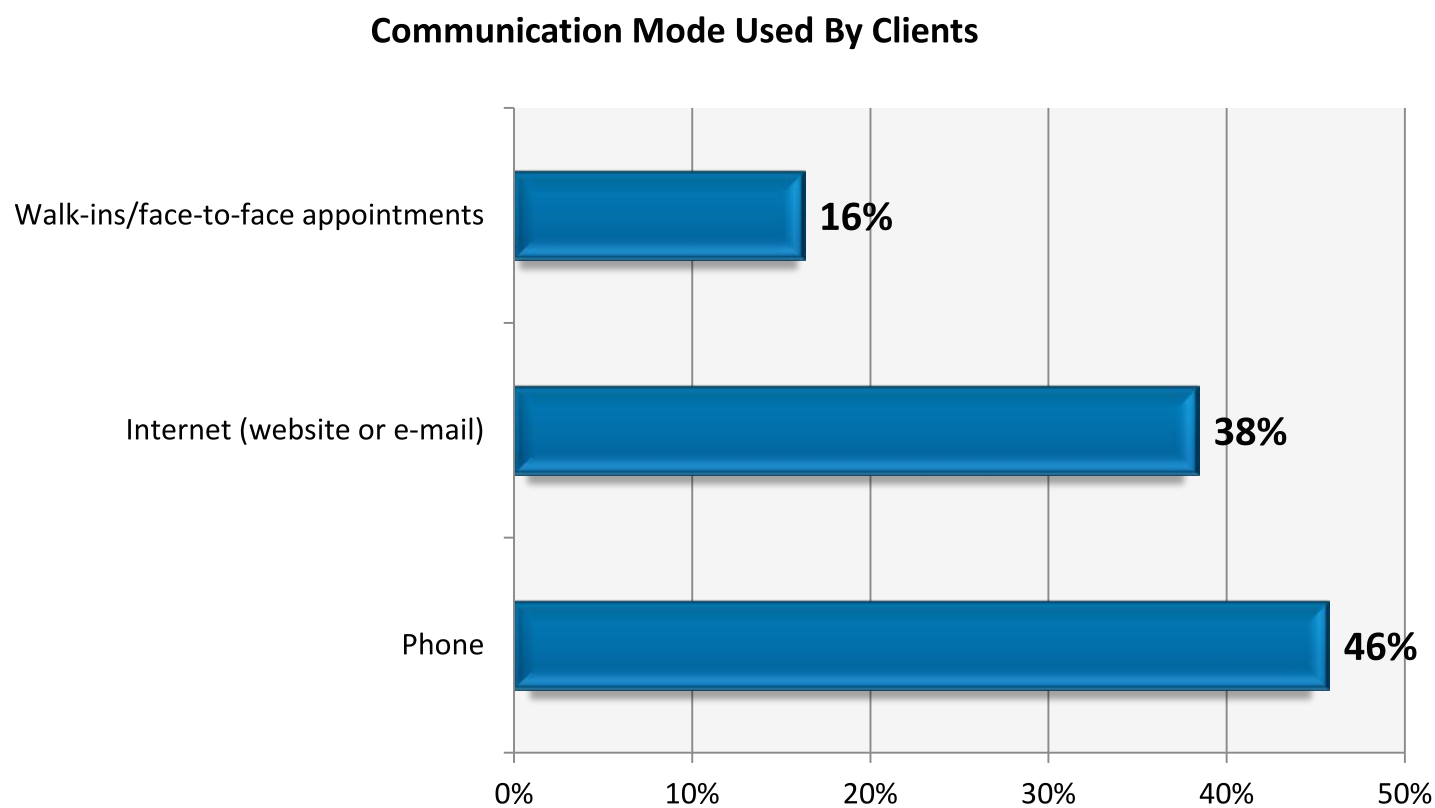
64 percent of ASTA agencies use an IATAN identification number. ARC and CLIA identification numbers were the next two most cited numbers with 54 percent and 44 percent, respectively. 7 percent have taken advantage of ARC's VTC option. All of the top numbers have declining market share that cannot be explained by those indicating "They do not have one." This suggests that agencies are no longer using multiple identification number as they might have in the past.

	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 08/14
ARC	71%	73%	70%	67%	62%	65%	59%	54%	-23%
ARC-VTC	na	na	4%	4%	3%	6%	6%	7%	na
IATAN/TSI	68%	69%	67%	65%	64%	67%	63%	64%	-7%
CLIA	56%	53%	50%	47%	47%	47%	50%	44%	-22%
TRUE	4%	3%	3%	4%	0%	5%	5%	6%	59%
Do not have one	2%	2%	2%	3%	2%	3%	4%	3%	70%
Other	4%	10%	5%	3%	5%	3%	5%	4%	-14%

Note: Respondents could select as many ID numbers as they have.

Conducting Business – Communications with Clients

Almost half of business communications with clients is conducted by phone. Almost a fifth of business communications is still done face-to-face.



Note: The data is very different when broken out by business model. The breakouts are available through a custom research request.

The trend clearly shows the percentage of phone communications has declined in favor of internet communications. Walk-ins/face-to-face appointments have barely changed.

	2003 % Share	2004 % Share	2005 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 03/15
Phone	72%	72%	72%	52%	50%	50%	48%	49%	46%	-36%
Internet (website or e-mail)	9%	9%	9%	28%	31%	31%	33%	36%	38%	331%
Walk-ins/face-to-face appointments	20%	20%	20%	20%	19%	18%	19%	18%	16%	-17%

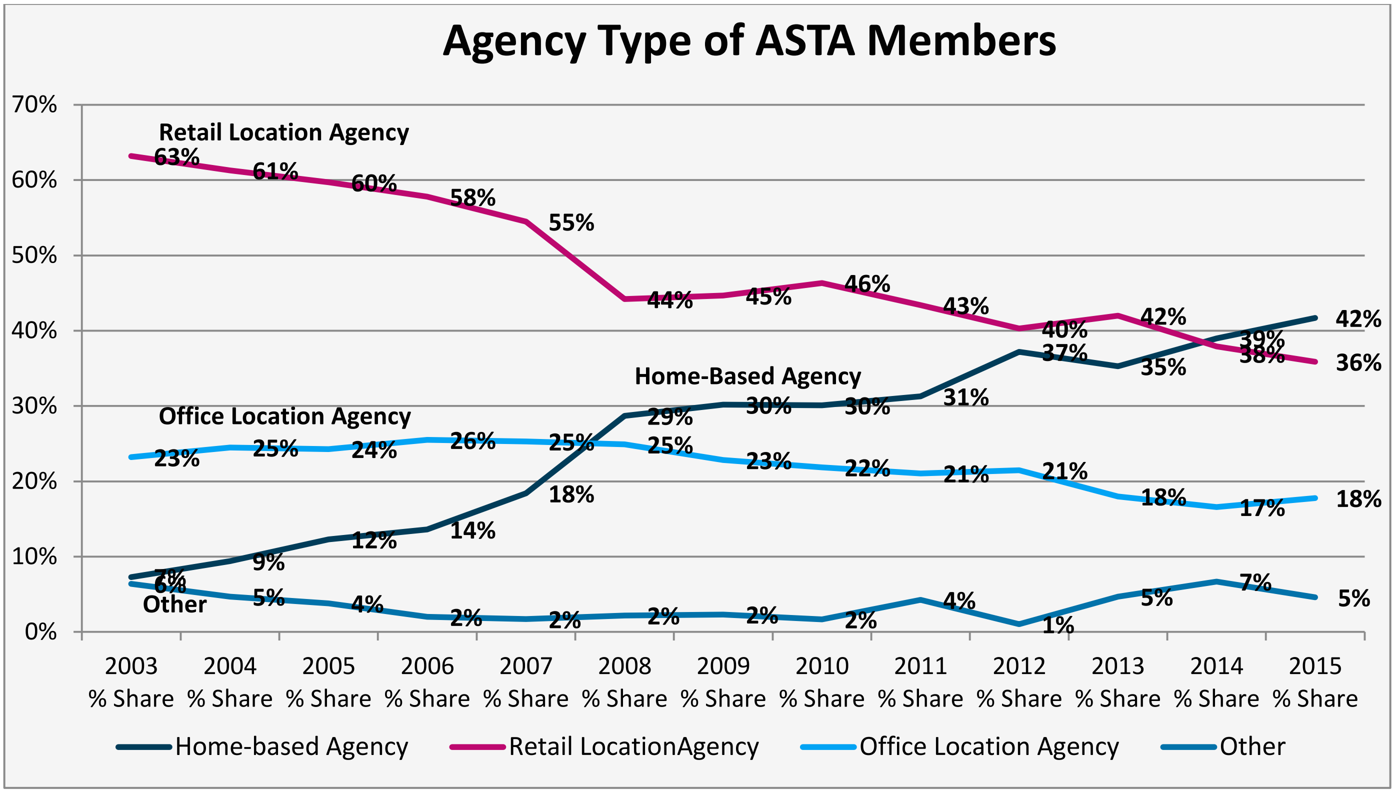
Agency Location & Business Model

The largest percentage of ASTA members are in retail locations with employees.

	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 15/10
Home-based agency with one employee (yourself)	11%	15%	17%	18%	18%	21%	83%
Home-based agency with more than one employee	16%	13%		13%	17%	17%	6%
Independent Agent with host agency affiliation	3%	4%	5%	5%	4%	4%	35%
One Retail Location (open to walk-ins) with one employee (yourself)	5%	6%	5%	7%	5%	6%	3%
One Retail Location (open to walk-ins) with more than one employee	**41%**	**37%**	**35%**	**36%**	**33%**	**30%**	**-26%**
One Office Location with one employee (yourself)	1%	2%	1%	1%	2%	2%	53%
One Office Location with more than one employee	10%	9%	11%	8%	7%	7%	-26%
Multi-locations	11%	10%	9%	9%	8%	9%	-21%
Other	2%	4%	1%	5%	7%	5%	173%

More information on independent agents and home-based agencies can be found in the Independent Agents report.

Comparing 2003 with 2014, the percentage of home-based agencies grew by 471 percent. Overall, retail locations have seen the largest decrease.



Years of ASTA membership

The average agency has been a member since 1996. The agency that has been a member the longest number of years joined ASTA in 1930. Agencies that joined ASTA after 2001 represent the largest share of respondents showing that ASTA continues to pull in new agencies.

	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Chang 15/09
1970 and earlier	8%	6%	7%	6%	7%	6%	6%	-25%
1971 - 1980	12%	12%	13%	12%	11%	12%	13%	2%
1981- 1990	27%	26%	25%	24%	23%	21%	20%	-27%
1991 - 2000	23%	23%	22%	22%	22%	19%	17%	-25%
2001 - present	29%	33%	32%	35%	37%	43%	50%	75%

Responding Member Age

The largest percentage of respondents fell in the 55-64 years old category followed by the 65 and older category. Most respondents are managers, agency owners, or agency CEOs, therefore the average is skewed upward compared to the general travel agent population.

	2004 % Share	2005 % Share	2006 % Share	2007 % Share	2008 % Share	2009 % Share	2010 % Share	2011 % Share	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 15/04
18-34	2%	2%	2%	3%	3%	3%	3%	3%	2%	2%	3%	3%	26%
35-44	12%	11%	10%	13%	13%	9%	11%	9%	9%	10%	8%	7%	-38%
45-54	34%	32%	30%	26%	26%	27%	25%	23%	22%	21%	20%	22%	-35%
55-64	35%	39%	40%	39%	39%	40%	36%	38%	35%	36%	39%	37%	6%
65 and older	17%	16%	19%	19%	19%	21%	26%	27%	31%	32%	30%	31%	80%

Certifications Earned

Half of the respondents have earned a certification from The Travel Institute and/or CLIA.

	2012 % Share	2013 % Share	2014 % Share	2015 % Share	% Change 15/12
ACC	13%	14%	16%	15%	14%
MCC	12%	12%	13%	12%	-1%
ECC	2%	3%	2%	4%	90%
LCS	2%	2%	2%	2%	0%
CTA	10%	12%	12%	13%	30%
CTC	24%	25%	24%	21%	-15%
CITE	1%	2%	2%	2%	36%
ACM	0%	0%	0%	0.3%	200%
Other	16%	15%	15%	14%	-11%
None	50%	50%	49%	48%	-3%

Survey Background

Survey data was collected through the 2015 ASTA Research Family. The ASTA Research Family is comprised of a representative sample of ASTA member travel agency owners and managers. The Research Family reflects ASTA members in key agency demographics including sales volume, leisure/business mix, number of part-time and full-time employees and geographic location. Members were recruited randomly and were contracted to complete a survey every four to five weeks from January 2015 through October 2015. The Family's size varies from survey to survey due to non-response, agency closings, mergers, and changes in membership status, but is designed to yield a response representative of all ASTA agency members.

The survey data was collected online via surveygizmo.com in January and February 2015. Of the 405 family members, 405 completed the survey. This reply level indicates a minimum of 95% confidence with an error rate +/-4% representing the total ASTA agency membership. This is considered to be a strong sample with reliable results.

Please note: All tables and data in this report are sourced directly from ASTA's Agency Profile survey unless otherwise indicated.

Contact Melissa Teates, Director of Research at ASTA, at mteates@asta.org if you have any questions. Custom breakouts of data are available as a custom research request.

This profile is available for download free on ASTA's Research Page.

More information on ASTA Reports can be found on the [Research Papers] page. Reports can also be purchased in the [ASTA Store].

ASTA Research Program

Travel Agency Benchmarking Series:

ASTA Agency Profile - Demographics of ASTA members including sales and type of agents.

Financial Benchmarking Report - Benchmarking data on sales, revenue sources, revenue by type of travel, and operational expenses are the focus of this report.

GDS Report - Trends on GDS usage, contract lengths, contract negotiations, and incentives/penalties are covered. Also, includes information on non-GDS users.

Labor and Compensation Report - Detailed data on compensation by region and agency size and type. Benefits offered, turnover rates, and hiring practices are also included in this report.

Marketing & Customer Retention Report - Marketing practices and client relationships are analyzed in this report. Topics included are lead generation and client turn-over.

Service Fee Report - Includes survey data on average service fees by travel type, service fee policies, service fee collections and service fee revenue. Consulting fees are also covered.

Supplier-Travel Agent Relationship Marketing Report - Preferred supplier relationships, booking channels used, and effectiveness of incentive programs are analyzed.

Technology and Web Usage Report - The business practices of agencies related to internet usage, technology usage, agency Web site, and online booking are covered.

Other Research Available:

2015 Traveler Decision Making - The primary objective of this study was to understand why U.S. Travelers choose particular leisure trip types as well as why they choose to work with a travel agent for some trips over others.

2014 Value of Travel Agents - The primary objective of this study was to measure the value of the travel agency channel and to show whether working with travel agents enhances the travel experience. And the results confirmed just that, and more.

Independent Agent Report - Basic operational data for independent agents including host agency usage, commission splits, sales, and revenue are covered in this report.