

Premium Membership Benefits

The New ASTA



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Access To Senior Level Advisors

- **Personal Relationship Manager**
- **Full Access to our Industry and Legal Affairs Teams**
- **Come to ASTA first for help with:**
 - Debit Memos
 - Airline Disputes
 - Unpaid Commissions
 - State Government Issues
 - Legislative & Business Issues
 - Industry Affairs
 - Legal Questions





New Premium Gateway Page

- **Revamped Premium Gateway**
 - Easy to use icons
 - Find what they need quickly & easily
 - Newest Icon: Premium Advisories
 - Shared learning: All Premium Advisory emails posted
- **Updated Member Communications**
 - New email templates: Advisories and Information

Premium Member Information  

Premium Member Advisory  

United Airlines (UA) Admits Move is to "Reduce Distribution Costs"

While United's agents is still Premium member UA is directed agents.

Even if you d successful, U distribution c

Premium Membership Gateway

Welcome to the gateway to your Premium-only benefits. If at any time you do not find what you are looking for, just give your dedicated [Relationship Manager](#) a call.

 **ASTA Premium Logo**

 Premium Member Logos	 Premium Advisories	 Industry Calendar	 Webinars Audio/Video Library	 Sign-up Employees	 Premium Membership Directory
 White Papers	 Research Reports	 PR and Communications	 Contact Relationship Manager	 Buyer's Guide	 ASTA LinkedIn Group

Important Messages

- [Learn more about ASTA Premium Membership Benefits \[PDF\]](#)
- [Secure Flight Implementation Update](#)
This Webinar aired at 10:00 am ET on Friday April 24, 2009.

What Premium Members Say

"The Premium Business in San Francisco Summit was a phenomenal opportunity for travel executives to come together to discuss..."





Copyrighted Tools to Protect Your Business

- **Industry Alerts – Inside Information**
- **ASTA research and white papers**
 - Airline Commission Grid
 - Travel Agents' Guide to Secure Flight
 - Navigating the Tax Labyrinth
 - Airline Exchange Policies
 - 2008 GDS Report
 - **NEW Seller of Travel Legislation Study**
 - Exclusive for Premium Members Only
- **Sample Agreements**
 - Independent Contractor

The collage features several documents from ASTA:

- Protecting Your Travel Business: Legal Issues Regarding the Use of Independent Contractors** (December 2006)
- Global Distribution System (GDS) Report** (December 2006)
- Labor & Compensation Report** (May 2008, Travel Agent Member Overview)
- Premium Member Advisory** (Independent Contractor Agreement Information and Sample)

A mobile phone on the right displays "Industry Alerts" with an email icon. The bottom of the collage includes the ASTA logo and the text "ASTA Premium Member".

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Dedicated to the Business of Selling Travel



NEW – ASTA Webinars

- Learn valuable tips and suggestions on issues affecting your business
- Recent Topics:
 - Opportunities for revenue growth using new ASTA research
 - Managing debit memos
 - Weathering an economic downturn
 - 2009 Government regulations travel agents must know
 - Search Engine Optimization 101 for travel agents
 - Premium Only – secure flight implementation update
- Upcoming Webinars:
 - Federal Loan Assistance for Travel Agents
 - **Premium Only:** Preventing/Coping with Fraud By Your Independent Sales Contractors
 - ESOP or Employee Owned Company

ASTA Presents: Debit Memos

Join us for a Webinar on December 11

ASTA Presents: Tips for Weathering an Economic Downturn

Join us for a Webinar on December 16

REGISTER NOW

Space is limited.
Reserve your Webinar seat now at:
<https://www1.gotomeeting.com/register/984238517>

Date: Tuesday Dec 16, 4
Title: Tips for Weathering

Tips and resources you c
downturn. Along with a pr
creative approaches to st

ASTA Presents: Using the Travel Agent's Management Toolkit in Today's Economy

Join us for a Webinar on January 21

REGISTER NOW

ASTA Presents: The Advantages of Green: From Savings to Marketing

Join us for a Webinar on January 14

REGISTER NOW

Space is limited.
Reserve your VWebinar seat now at:
<https://www1.gotomeeting.com/register/984238517>

Date: Wednesday Jan 14, noon EST

Title: ASTA Presents: The Advantages of Green: From Savings to Marketing

As green goes mainstream, finding a smart green strategy is more urgent than ever. Join Melissa Teates, ASTA's Green Expert, as she explains how to assess your business operations to take advantage of the savings related to operating green and how to market your business to the growing segment of environmentally-conscious travelers.





PR Consulting Services

Use ASTA resources increase your agency's visibility

- **Basic PR Consulting Package Includes:**

- One customized press release (est. \$1,250 value)
- ASTA will send out three press releases to local media on your behalf (est. \$2,400 value, \$800 each)
- Ongoing one-on-one telephone consulting (est. \$250/hr value)
- Basic public relations campaign/media plan for a specific goal
- One revision to all drafts

- **Additional Services Offered (prices may vary):**

- Editorials
- Advertising Artwork
- Media pitching
- Speeches (Includes research and briefing)
- Talking points


**Receive
Services,
Assistance
and Advice
Others Pay
Thousands
For**





Research

- Use 10 hrs of free, customizable research to better understand issues and events changing the way travel agents and suppliers do business in today's market.
- Recent Research Requests from ASTA Premium Members
 - “Boiler plate” Job Descriptions
 - Aloha Airlines Refund Problem with ARC
 - DOT Regulations Summary
 - Information on Carbon Calculators & Vendors
 - Payment Express Questions for Delta Case
 - Service Fee Ranges for Online Sales



ASTA Research Guide for Premium Members
\$2,800+ Value

Access to Select ASTA Surveys & Reports
 The ASTA Research Department will provide Premium Members access to the following ASTA's primary member research reports as part of the Premium Package.

- Technology & Web Usage Report (\$250 Value)
- GDS Report (\$250 Value)
- Financial Benchmarking Report (\$350 Value)
- Supplier-Travel Agent Relationship Marketing Report (\$250 Value)
- Labor & Compensation Report (\$350 Value)
- Service Fee Report (\$350 Value)

Note: Premium members will be receiving enhanced versions of these reports except for Supplier-Travel Agent Relationship Marketing Report.

Customized Access of ASTA Primary Research
 Not only will you have access to these reports at no charge as part of your premium member package, you will also have direct access to ASTA's research professionals that can help you interpret the relationship of the data to your business. Your research consultant can even customize the data sets to meet your unique needs.

* Example: Analysis of how agents in your region, or how agents of your size, have responded to an ASTA research question can be prepared just for you.

Custom Surveys (Clients, Employees, Independent Contractors, Industry)
 ASTA Research can prepare and conduct online surveys on your behalf using your agency's client email list. Custom surveys can be created to assist you in identifying client satisfaction, employee satisfaction, contractor satisfaction, niche markets, or any issue unique to your business model. Your client email list will be kept confidential.

* Example: A satisfaction survey of your clients can be performed and analyzed based on your client list. Several Premium Members have used this option and have used surveys to enhance and redirect their marketing efforts.

© 2007 ASTA Updated: December 13, 2007





Premium Business Summit 2009 a Great Success

Attendees Rate Summit "Excellent" Overall

**"I got my moneys' worth already
for the entire year in just one meeting"**
Kate Murphy, Uniglobe Wings Travel

"Meeting itself was worth every penny of membership price!"
Joe Bouknight, Forest Lake Travel

**"It was a tough call to go ahead and spend the money but I am so glad I did
because I got so much out of it. Thank you"**
Linda Bourgeois, CWT/Garner Travel, Inc.

"Networking sessions were exceptional. Very well done here."
Marc Casto, Casto Travel

Premium Member Invitation

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**Premium Business Summit Agenda
February 4-5, 2009**

- ATCRA, Discussion of action plan to restore balance of power within travel industry – Airlines have lowered or eliminated the heavy handed enforcement of debit memos. How can agents rebalance this relationship?
- Keynote Speaker - head lobbyist at Monument Policy Group, behind-the-scenes advice concerning government relations, market conditions, policy deliberations and insights into the new Obama Administration to help you understand the changes in store for the year ahead.
- How will the new administration impact your business & customers? State regulatory and legislative update – what issues are looming that could have

**Exclusive
to
Premium
Members**





Consumer Leads: List Your Agents on TravelSense.org

- **Improved “Find a Travel Agent” Directory**

- New search by travel photo
- Search by ASTA Specialist
- Now easier to update profile information

My Profile Led to a
\$30,000 Cruise Sale

“My listing in ASTA’s travel agent directory has been a great source for finding new clients! It only took a few minutes to update my profile, and I was able to promote myself to thousands of consumers.

What I wrote about myself led to a \$30,000 five-cabin cruise sale – a ROI that was eight times my annual dues!”

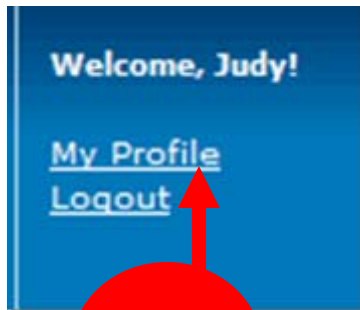
Samira Platter, Travel Partners
ASTA Travel Agent Member

Trying to make it so every ASTA travel agent can say this ...





How To Sign Up



**Click
1**

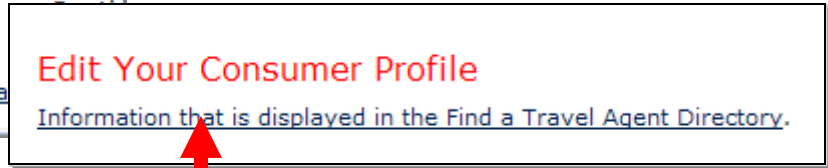
Right hand
corner of
ASTA.org



**Click
2**

Where you
edit your
personal
information

**Super Easy to
Update Travel
Agent Profile**



**Click
3**

You are
there





Join • Participate • Support

Thank you for your support

**Your membership makes it possible for
ASTA to continue its work on your behalf**

ASTA Victorious in Stopping
ARC's Payment Express
2008 Unfair Annual Fees Increase
Harmful Legislation at State Level

***We can only Act as One Voice and Continue to be Effective
With Your Support***



Every dollar you invest with ASTA provides a positive return in your support of the industry