



American Society of
Travel Advisors®

2026 FACT SHEET





ASTA FACT SHEET

What is the American Society of Travel Advisors?

Founded in 1931, the American Society of Travel Advisors (ASTA) is the leading global advocate for travel advisors, the broader travel industry and the traveling public.

ASTA's diverse membership includes travel advisors as well as the companies whose products they sell, including airlines, hotels, cruise lines, tour operators, and car rental companies.

Among ASTA's members are the country's largest corporate travel management companies, responsible for moving workforces and facilitating global commerce. ASTA champions the essential role of travel advisors through advocacy, education and professional development.

What is the Role of a Travel Advisor?

Travel advisors are the essential link between travelers and the global travel industry. They offer trusted expertise, simplify complex choices, and bring peace of mind in an era when navigating travel can feel overwhelming. Unlike AI tools that rely on algorithms alone, travel advisors bring human insight, creativity and education to every trip.

Travel advisors do far more than book travel; they anticipate challenges, solve problems, and provide personalized guidance that no technology can replicate. As guides, advocates, and trusted partners, advisors deliver confidence, value, and care to every journey.

more than **25%** of travel is booked through a travel agency ²

ASTA and its affiliates represent

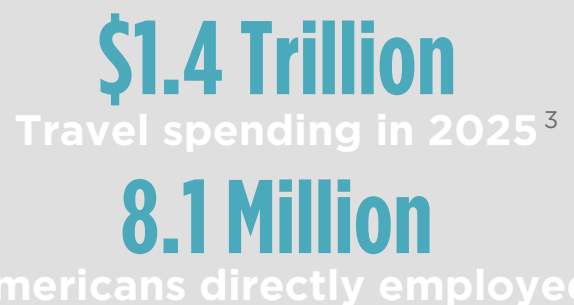


Travel Agencies are America's Small Business Leaders

97% of travel agencies are small businesses ¹



The Travel Industry Drives U.S. Jobs and Powers Economies



¹ U.S. Small Business Administration | ² Phocuswright in partnership with ASTA
³ U.S. Travel Association 2025 Impact Report | ⁴ Airlines Reporting Corporation (ARC)
⁵ Bureau of Labor Statistics

Travel Advisors are Economic Drivers. They Sell...



Airline tickets booked by travel agencies accounted for **\$100 billion** in annual sales in 2025⁴

Continued Growth Projected

- Travel agency sales projected to reach **\$165 billion** by 2028, up from **\$128 billion** in 2025²
- Travel advisor employment growth estimated at 3-4% through 2033⁵
- Demand rising due to complexity of global travel and premium leisure travel growth



Travel Advisors & Agencies by State

State	ASTA Member Companies	Travel Advisors	Gross Travel Agency Sales	State	ASTA Member Companies	Travel Advisors	Gross Travel Agency Sales	State	ASTA Member Companies	Travel Advisors	Gross Travel Agency Sales
Alabama	125	3822	\$1.5 B	Kentucky	71	3050	\$1.2 B	North Dakota	15	812	\$312.6 M
Alaska	9	1722	\$662.7 M	Louisiana	125	3480	\$1.3 B	Ohio	208	10101	\$3.9 B
Arizona	298	7274	\$2.8 B	Maine	37	667	\$256.8 M	Oklahoma	110	2818	\$1.1 B
Arkansas	58	1537	\$591.7 M	Maryland	219	4939	\$1.9 B	Oregon	112	2858	\$1.1 B
California	897	34046	\$13.1 B	Massachusetts	142	5581	\$2.1 B	Pennsylvania	293	7147	\$2.8 B
Colorado	202	7237	\$2.8 B	Michigan	235	6974	\$2.7 B	Rhode Island	22	1497	\$576.3 M
Connecticut	134	2591	\$997.4 M	Minnesota	142	4470	\$1.7 B	South Carolina	205	6079	\$2.3 B
Delaware	50	934	\$359.4 M	Mississippi	62	1054	\$2.7 B	South Dakota	16	1751	\$673.9 M
Washington, D.C.	33	830	\$319.5 M	Missouri	181	7614	\$2.9 B	Tennessee	173	5859	\$2.3 B
Florida	1303	42124	\$16.2 B	Montana	32	1064	\$409.4 M	Texas	827	25992	\$10.0 B
Georgia	416	10826	\$4.2 B	Nebraska	26	1797	\$691.8 M	Utah	91	4173	\$1.6 B
Hawaii	37	1585	\$610.2 M	Nevada	73	2691	\$1.0 B	Vermont	9	485	\$186.7 M
Idaho	39	1566	\$602.7 M	New Hampshire	49	1434	\$552.0 M	Virginia	271	5744	\$2.2 B
Illinois	380	13100	\$5.0 B	New Jersey	305	6479	\$2.5 B	Washington	185	10006	\$3.9 B
Indiana	105	4355	\$1.7 B	New Mexico	24	1104	\$414.8 M	West Virginia	15	817	\$314.5 M
Iowa	62	1973	\$759.3 M	New York	464	16027	\$6.2 B	Wisconsin	140	5776	\$2.2 B
Kansas	69	1959	\$754.1 M	North Carolina	355	11436	\$4.4 B	Wyoming	20	597	\$229.8 M