



American Society of
Travel Advisors®

2024 FACT SHEET





ASTA FACT SHEET

What is the American Society of Travel Advisors (ASTA)?

Founded in 1931, the American Society of Travel Advisors (ASTA) is the leading global advocate for travel advisors and agencies, the 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 (TMCs), responsible for moving workforces and facilitating global commerce.

Who is a Travel Advisor?

As travel becomes more complex, demand for travel advisors (formerly known as travel agents) continues to grow. Travel advisors do more than book trips; they provide expert consultation to craft personalized itineraries that cater to unique client needs and preferences. These trusted professionals manage every aspect of a journey - whether leisure or business travel - from pre-trip planning to support during travel and follow-up upon return. Travel advisors are a lifeline, offering peace of mind in the event of an emergency or unexpected change in plans, and serve as strong advocates for their clients throughout the entire process.



Year-over-year increase in agency bookings from 2022 to 2023. Bookings are expected to exceed pre-pandemic (2019) levels by the end of 2024.²



Of travel advisors say that over half of their clients are using their services for the first time.³



Of travelers say they are more likely to use a travel advisor today than they were in the past.⁴

ASTA and its affiliates represent



190,000 travel advisors across the country

8,000

domestic travel agency and travel supplier companies



250 international travel supplier companies



98% of travel agencies are small businesses.¹



80% of the travel agency sector is comprised of female-owned small businesses.²



\$115 Billion in gross travel agency bookings in 2023 for the United States.²

BY 2026

Travel agency sales will comprise **26%** of the total travel market, with that share expected to reach **\$141.3 billion**.²

¹ U.S. Small Business Administration

² Phocuswright in partnership with ASTA

³ ASTA 2024 Q2 Benchmarking Survey

⁴ ASTA 2023 Q1 Consumer Research



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Travel Advisors Are Invaluable

Despite many challenges over the years and now the rise of artificial intelligence (AI), travel advisors are proving their continued value and resiliency. While AI can offer data-driven recommendations, human advisors provide authentic, customized travel experiences that algorithms can't replicate. Travel advisors possess an in-depth understanding of their clients' individual preferences, enabling them to match travelers with the perfect hotels, destinations, and modes of transportation. This personal touch makes travel advisors indispensable, ensuring that clients receive tailored experiences and enjoy memorable, stress-free journeys.

Travel Advisors Sell



59% of cruise bookings⁵

75% of tour packages⁵



40% of all air travel⁶

735,000 air tickets daily totaling **\$95.3 billion** in annual sales in 2023⁶



⁵ Phocuswright and Travel Weekly 2023 Agency Study
⁶ Airlines Reporting Corporation (ARC)

Travel Agencies State by State

State	Retail Locations	Travel Advisors	ASTA Member Companies
Alabama	45	1594	80
Alaska	28	2973	4
Arizona	145	5391	45
Arkansas	33	770	45
California	1534	21616	643
Colorado	198	6573	145
Connecticut	98	1630	81
Delaware	33	681	35
Washington, D.C.	63	752	39
Florida	1143	20846	1032
Georgia	269	6501	337
Hawaii	132	2471	27
Idaho	35	931	19
Illinois	430	6608	349
Indiana	108	2292	93
Iowa	66	1146	44
Kansas	45	645	60

State	Retail Locations	Travel Advisors	ASTA Member Companies
Kentucky	49	1827	49
Louisiana	70	1863	76
Maine	33	681	31
Maryland	156	1612	168
Massachusetts	250	6250	107
Michigan	212	4119	189
Minnesota	169	2131	102
Mississippi	28	528	31
Missouri	130	5999	125
Montana	39	913	16
Nebraska	40	1236	24
Nevada	124	2579	58
New Hampshire	37	806	37
New Jersey	395	2865	205
New Mexico	24	985	22
New York	1083	10566	354
North Carolina	221	4620	237

State	Retail Locations	Travel Advisors	ASTA Member Companies
North Dakota	21	573	8
Ohio	176	4101	174
Oklahoma	58	1558	63
Oregon	101	2364	83
Pennsylvania	248	5677	222
Rhode Island	42	698	13
South Carolina	88	2883	151
South Dakota	24	895	7
Tennessee	97	3259	109
Texas	587	9689	678
Utah	90	3582	45
Vermont	20	501	6
Virginia	201	4155	203
Washington	185	10907	139
West Virginia	14	949	14
Wisconsin	119	2597	116
Wyoming	26	555	13