



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, the travel industry and the traveling public. ASTA's mission is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism.

ASTA's members include travel advisors and the companies whose products they sell, such as airlines, hotels, cruises, tours, car rentals, and more. ASTA also represents the country's largest corporate travel management companies (TMCs) responsible for moving workforces and commerce throughout the globe.

ASTA and its affiliates represent:



More than
160,000 travel
advisors
across the country

Nearly
8,000 domestic travel agency and
travel supplier companies



More than
250 international
member companies

Who is a Travel Advisor?

In today's increasingly complex world of travel, a travel advisor (also known as a travel agent) facilitates travel, provides consultation and options for consumer consideration and books travel on behalf of those consumers to provide the best trip based on their needs and requirements. Travel advisors do more than book travel. They assess suitable options and arrange all components of travel before, during and after trips, serving as the point of contact for the traveler, supporting their trip to ensure a great experience and providing a lifeline should travel plans change or an emergency occur.

98% Percentage of travel agencies that are small businesses (U.S. Small Business Administration)

70% Percentage of the travel agency sector comprised of female-owned small businesses (U.S. Census Bureau)

\$48.5
BILLION 2022 market size of the travel agency sector in the United States, an increase of 38% over the past ten years—even factoring in COVID's impact (Statista)

20% Percentage of projected job growth over the next 10 years according to the U.S. Bureau of Labor Statistics

50% Percentage of travelers who say they are more likely to use a travel advisor post pandemic, a 7% increase from 2022 (ASTA Consumer Research Survey, March 2023)



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NEVER WAS THE NEED FOR A TRAVEL ADVISOR MORE APPARENT than during the COVID-19 pandemic, as rules and regulations on travel were constantly changing globally, and U.S. citizens found themselves with many questions and few places to turn for reliable guidance. With travel more complex and uncertain for the foreseeable future, the need for a trusted travel advisor is increasing.



Travel Advisors Are Economic Drivers

Travel advisors—online, “brick and mortar,” and many hybrid business models in between—play a critical role in the broader travel and tourism industry. Travel agencies are the largest seller of airline tickets, representing roughly 50% of total sales. In 2019, travel agencies sold close to **830,000 air tickets per day**, for total annual spending of **over \$97 billion**. Travel agencies also sell **two-thirds of cruises and 68 percent of tour packages**. Overall, travel advisors are the largest single booking channel of travel, representing **30% of total sales** (PhocusWright).

STATE BY STATE

State	Retail Locations	Travel Advisors	ASTA Member Companies
Alabama	44	1072	95
Alaska	29	178	11
Arizona	164	13026	209
Arkansas	37	403	38
California	1639	18067	832
Colorado	234	2728	153
Connecticut	110	2000	99
Delaware	33	869	45
Washington D.C.	65	750	27
Florida	1183	16501	1020
Georgia	281	2992	357
Hawaii	148	2182	32
Idaho	33	322	22
Illinois	539	6784	378
Indiana	113	1859	118
Iowa	77	640	52
Kansas	55	427	60

State	Retail Locations	Travel Advisors	ASTA Member Companies
Kentucky	54	304	64
Louisiana	82	414	95
Maine	30	597	36
Maryland	175	1213	206
Massachusetts	307	7365	139
Michigan	229	7624	216
Minnesota	193	3421	126
Mississippi	29	120	21
Missouri	134	5437	131
Montana	45	395	15
Nebraska	45	1990	41
Nevada	121	2230	73
New Hampshire	40	557	41
New Jersey	445	3542	273
New Mexico	22	259	19
New York	1373	13470	446
North Carolina	215	1838	270

State	Retail Locations	Travel Advisors	ASTA Member Companies
North Dakota	21	152	10
Ohio	203	2632	196
Oklahoma	60	427	72
Oregon	108	1174	85
Pennsylvania	312	4061	269
Rhode Island	46	426	15
South Carolina	90	597	168
South Dakota	27	176	11
Tennessee	99	1478	115
Texas	634	9958	690
Utah	99	2054	36
Vermont	17	211	8
Virginia	229	2485	229
Washington	227	11525	157
West Virginia	16	213	15
Wisconsin	150	2974	136
Wyoming	21	106	23