ASTA Features in News for COVID 19
In coronavirus, $45-Billion Cruise Industry Faces a Big Challenge  
New York Times  
Erika Richter, the senior director of communications for ASTA, an industry group, said that demand for cruises, which had been on an upward trajectory before news of the coronavirus broke, was off from 10 to 15 percent according to some advisors.

In coronavirus, $45-Billion Cruise Industry Faces a Big Challenge  
Yahoo! News  
Erika Richter, the senior director of communications for ASTA, an industry group, said that demand for cruises, which had been on an upward trajectory before news of the coronavirus broke, was off from 10 to 15 percent according to some advisors.

After ‘cruise ship from hell,’ industry takes a financial hit  
Washington Post  
Erika Richter, a spokeswoman from ASTA, said some advisors are helping clients rebook for other areas or times of the year. One reported an increase in business for all-inclusive resorts in the Caribbean.

The coronavirus outbreak’s latest casualty? The tourism industry  
New Jersey Online  
“We are not minimizing the concerns of travelers or the perceived threat from the coronavirus,” said Erika Richter, spokeswoman for ASTA, in an emailed statement.

Coronavirus outbreak hitting cruise industry where it hurts most - new business  
Seattle Times  
Sixty-four percent said they didn’t have any cancellations as a result of the virus. Erika Richter, a spokeswoman for ASTA, said some advisors are helping clients rebook for other areas or times of the year.

Poll: Coronavirus fears create travel planning chaos, wreak havoc on international conferences  
SF Gate  
It’s not just business travelers who are having second thoughts. According to ASTA, a “travel impact” survey it commissioned this month found that 25 percent of all U.S. travelers “have changed their travel plans because of coronavirus fears.”
Is it safe to travel amid the coronavirus outbreak? Here's what experts say (People Magazine) “Safety is a personal decision that is different for every traveler,” Erika Richter, Senior Director of Communications at the American Society of Travel Advisors (ASTA) tells PEOPLE, noting that the situation is continually evolving, and every traveler has a different level of risk tolerance.

Coronavirus spread sparks fears for American travelers (NBC News) Erika Richter, the senior director of Communications for ASTA, an advocacy organization, said she advise all travelers for now to keep calm.”

Coronavirus spread sparks fears for American travelers (Yahoo! News) Erika Richter, the senior director of Communications for ASTA, an advocacy organization, said she advise all travelers for now to keep calm.”

‘Fear versus dreams’: Coronavirus spread sparks fears for American travelers (CNBC) Erika Richter, the senior director of communications for the American Society of Travel Advisors, an advocacy organization, advised all travelers for now to "keep calm.”

How to think about travel as the coronavirus threat evolves (The Washington Post) “A travel advisor can help talk you through your list of options and pricing — they can help you come up with a plan A, B and C and having those back-up options on hand might put your mind at ease,” ASTA's Richter said. “In times like these, you need a travel advocate.”

Travel Agents and Websites Overwhelmed With Cancellations (NBC 11 Bay Area San Jose KNTV-TV) Every day, more NBC Bay Area viewers tell us they're having trouble cancelling upcoming airline travel plans. ASTA Board Member Marco Casto weighs in. Here's what you can do if you're one of them.
Cruise Cancellation Policies: What to Know (Conde Nast Traveler)
"As you can imagine, the situation is rapidly changing day to day, and even hour by hour," says Erika Richter, senior director of communications for the American Society of Travel Advisors (ASTA), a trade association.

Coronavirus: Travel Facts, Not Fear (WBRC - FOX 6 Birmingham)
Shelly Phillips. Owner, Travel By That Girl and President, Alabama ASTA goes on to the local FOX news to speak to the facts and dispel fears.

How to plan your travels in the era of coronavirus (Boston Globe)
Travel advisers, who make a large percentage of their living from booking cruises, are bracing for the fallout. "There are 365 cruise ships sailing today with nearly 700,000 passengers aboard," said Zane Kerby, president and CEO of the American Society of Travel Advisors.

Will Travel Advisors Be Last in Line for Bailouts? (Skift)
ASTA estimates that more than 140,000 people work in the travel agency industry in the U.S., with 98 percent of advisors considered small businesses. In addition to the 108,000 jobs created by retail locations across the country, an estimated 40,000 travel advisors work as independent contractors.

Cruise Cancellation Policies: What to Know (MSN)
"As you can imagine, the situation is rapidly changing day to day, and even hour by hour," says Erika Richter, senior director of communications for the American Society of Travel Advisors (ASTA), a trade association.

Cruise lines' pep talks to travel advisors (Travel Weekly)
An ASTA survey of more than 1,060 advisors in December showed that 33.6% of their annual sales came from cruise bookings, more than all-inclusive resorts and packages.

ASTA Encourages Grassroots Effort to Secure Travel Agent Relief (Travel Market Report)
Congress is moving quickly to push forward relief packages for Americans as the coronavirus pandemic slams the travel industry. Senate Majority Leader Mitch McConnell Thursday introduced the Coronavirus Aid, Relief, and Economic Security (CARES) Act, a massive economic stimulus plan in response to the coronavirus.
ASTA Pushes Congress for Specific Legislative Action (Travel Pulse) The American Society of Travel Advisors (ASTA) is asking Congressional leaders to take specific actions to help protect more than 140,000 travel advisors. "We understand that many industries are facing critical challenges right now, and that requests specific to the travel sector range from $58…"

Should you cancel that cruise you bought? Don't panic. (Laredo Morning Times) Erika Richter, communications director for the American Society of Travel Advisors, says, "Our message has been to keep calm and keep cruising...There's still time to take advantage of (seasonal) deals and prices. It's important to know that fear is contagious."

ASTA chief denounces U.S. recommendation to avoid cruising (Travel Weekly) "Given the importance of the cruise industry to travel advisors, ASTA is gravely concerned about the impact of this advisory on our members' businesses," ASTA CEO Zane Kerby said in an emailed statement.

Executive tells Congress about coronavirus threat to travel agencies (Travel Weekly) Testifying before the House Committee on Small Business on Tuesday about the impact of Covid-19 coronavirus on travel retailers, agency executive Jay Ellenby called “the past few weeks among the most difficult our agency has faced since 9/11.”

ASTA "gravely concerned" about State Department cruise advisory (Luxury Travel Advisor) Zane Kerby, president and CEO of ASTA, has issued a statement in response to the State Department advisory that U.S. citizens, particularly those with underlying health conditions, avoid traveling by cruise ship.
Royal Caribbean eases coronavirus restrictions but Norwegian holds firm (Los Angeles Times)
Asked to respond to the restrictive coronavirus policies, ASTA declined to criticize the companies, saying in a statement: “We believe our cruise partners are in the best position to make decisions for the safety of their passengers and employees.”

Travel advisors’ customers skittish about coronavirus, but ‘this too shall pass’ (Travel Weekly)
But most advisors hadn’t seen a notable uptick in cancellations and were hopeful that any of the virus’ effects on travel would be short-lived. “this too shall pass,” said ASTA president and CEO Zane Kerby.

Coronavirus already impacting travel beyond China air routes (Travel Weekly)
ASTA advised advisors against making recommendations to clients about whether or not to travel to affected areas, instead encouraging them to direct clients to the Centers for Disease Control and Prevention for the most up-to-date recommendations related to coronavirus.

Travel Agents and Industry Executives Respond to Coronavirus Concerns (Travel Market Report)
ASTA responds in a statement to TMP, a spokesperson for ASTA said that it has issued a travel advisor guidance document to its members to help them “to stay informed”; refer clients with questions to objective third-party sources of information like the CDC and State Department; and raise the issue proactively if a client is traveling to an affected area.

What You Need to Know Now About the Coronavirus Crisis in China (Insider Travel Report)
What Travel Advisors Should Say: ASTA says its travel advisors are fielding questions from their clients about the situation. To help guide those conversations, it has issued a travel advisor guidance document, the essence of which is to stay informed; refer clients with questions to objective third-party sources of information like the CDC and U.S. State Department, and rise the issue proactively if a client is traveling to an affected area.
Spread of Coronavirus Cancels Travel and Events  (WebMD)
The message to travelers is that it depends on many variables, including their health condition, their destination, and time of year,” says Erika Richter, senior director of communications for the American Society of Travel Advisors. The timing of the trip matters, she says.

Coronavirus, Government, and The Squeaky Wheel  (Travel Market Report)
The American Society of Travel Advisors (ASTA) is working hard on behalf of the retail industry to persuade the White House, Congress and state legislatures to enact meaningful and immediate support programs to sustain the retail advisor industry through the unprecedented hardships arising from the shutdown of the travel industry.

ASTA urges travel advisors to contact legislators about aid  (Travel Weekly)
ASTA has created an online portal for the travel agency community to get in touch with legislators about assistance in light of Covid-19's impact on their businesses. In its Travel Advisor Daily newsletter, ASTA called the coronavirus “the biggest challenge our industry has ever seen, including 9/11.”

ASTA requests $13.7 billion in relief for travel agencies  (Travel Weekly)
ASTA on Tuesday released its official relief requests to Congress relating to the Covid-19 coronavirus’ impact on travel agencies. ASTA wants a total of $13.7 billion in loans and grants and additional funding for Small Business Administration loans.

ASTA Needs Advisor Input for Congressional Discussions  (Travel Market Report)
ASTA is asking all of its members to participate in a survey that will tell Congress and the White House just how much business has been impacted by the spread of coronavirus (COVID-19).
ASTA working with Congress on relief options for advisors (Travel Weekly)
ASTA on Thursday said it was working with the Trump administration and Congress "to obtain a variety of relief options to help advisors, and the travel industry as a whole, weather this storm."

ASTA encourages members to conquer ‘biggest challenge our industry ever faced’ (Travel Market Report)
“In the coronavirus crisis, we are facing the biggest challenge our industry has ever faced. There are a number of proposals being discussed in Congress and at the White House to provide assistance to the travel industry and the broader economy, and it is critical that we be a part of those conversations,” ASTA wrote to its members.

ASTA urges GDSs to waive booking shortfall penalties (Travel Weekly)
With the Covid-19 crisis sapping travel demand, ASTA is encouraging suppliers to make commissions available to travel advisors at the time of booking and GDSs to suspend or waive booking shortfall penalties.

From tourists to travelers (Harvard Political Review)
Erika Richter, communications director of the ASTA, explained in an interview with the HPR that "when we look at the different generations and where they are in their life stages, we see millennials wanting to experience the world because they value experiences more than they value things."

The Facts About Traveler Safety Amid the Coronavirus Outbreak (Travel Pulse)
Subsequently, a Travel Impact Survey Report conducted for ASTA earlier this month found that one-quarter of all U.S. travelers have changed their travel plans due to coronavirus fears.
All in This Together: Advisors Use Trade Community to Help Make it Through  *(Travel Market Report)*
The travel industry could be the hardest hit industry as a result of the COVID-19 outbreak, and ASTA is working diligently on travel advisors behalf on Capitol Hill to secure relief for agencies. While much of what lays ahead is still unknown, advisors, in the meantime, are relying on one another for support during this difficult time.

**ASTA seeks financial assistance for agencies**  *(Travel Mole)*
The American Society of Travel Advisors is the latest travel industry trade group seeking financial aid from the government. ASTA is asking Congress for aid to safeguard the immediate future of members, which are mostly small businesses with little or no cash reserves.

**Ships still at sea are on cruises to nowhere**  *(Travel Weekly)*
It’s been five days since CLIA member lines declared a suspension of cruise operations due to the COVID-19 crisis, but several cruise ships are still at sea with passengers, and some are having trouble finding ports to disembark. ASTA CEO Zane Kerby criticized ports for turning away cruise ships.

**Travel Advisors Scramble as Coronavirus Rattles Clients**  *(Skift)*
In a statement to members, ASTA counseled against making recommendations to clients about whether or not to travel to affected areas. Instead, it said travel advisors should encourage clients to contact the Centers for Disease Control for the most up-to-date information.

**Commission payments becoming a sore point for advisors**  *(Travel Weekly)*
“This support to the ASTA agency community, in recognition of the value they bring to travel distribution, is greatly during the difficult time, and especially by those small-business members whose livelihoods have been gravely impacted,” ASTA President and CEO Zane Kerby told members at the time.
Travel advisors say it’s fine to plan trips for after the coronavirus pandemic is over - and it could be a way to save money (Insider)
Erika Richter, the senior director of communications for the American Society of Travel Advisors (ASTA), says that whether to book now or not is a personal decision, but adds that many trips, such as safaris or popular wedding and honeymoon destinations, can take between nine and 12 months of planning.

RMWorldTravel with Robert & Mary Carey and Rudy Maxa (RMWorldTravel Podcast)
Chief Travel Leader Segment - American Society of Travel Advisors CEO Zane Kerby shares reports on travel advisors/travel. Listen in.

Business spotlight: Paradise Planners (SBJ)
Jessica Parker, spokeswoman for the American Society of Travel Advisors, says it’s typical for travel advisors to not get paid until the trip is complete.

ASTA lobbying to get more federal aid for travel advisors (Travel Weekly)
ASTA’s wish list for the fourth round of federal coronavirus relief funding includes an expansion of the Paycheck Protection Program, additional funding for other programs and airline customer services commitments.

‘More needs to be done’: ASTA calls on Congress for more relief beyond CARES (Travel Market Report)
While the CARES Act, and its inclusion of travel advisors, provided some relief advisors and agency owners can access to help during the “biggest crisis” the industry has ever faced, more has to be done, according to a letter ASTA sent to Congress on Tuesday.
ARC promises it ‘will not hold travel agencies liable’ for debit memos (Travel Market Report)
Last week, ASTA CEO Zane Keryby told TMR that it was making progress on finding some sort of solution to advisors being stuck with debit memos because consumers disputed a credit card charge after getting denied a refund from an airline.

Looking for advisors who don’t sell travel (Travel Weekly)
In recent years, the rest of the industry has jumped onboard that line of thinking, as well. Perhaps most impactful was ASTA’s 2019 rebranding from American Society of Travel Agents to the American Society of Travel Advisors.

Travel’s long journey back to normal (PYMNTS.com)
“It’s been really unbelievable the amount of stress that’s been put on the system. It was not designed for mass cancellations in every segment across the board, in every region in the country and in every nation in the world,” American Society of Travel Advisors Executive Vice President of Advocacy Eben Peck noted in a recent digital roundtable discussion.

ARC gives advisors protection against debit memos (Travel Weekly)
ASTA lauded the decision, calling it “exceptional.” “By not holding travel agencies liable for the payment of such memos, nor taking action against agencies that could affect their accreditation status for failure to do so, is a strong testament to the value and trust places in the travel agency community by ARC and its owner airlines,” the Society said.

ARC announces to changes to debit memo, chargeback policies (TravelPulse)
“ARC not taking action on debit memos that involve flights canceled by an airline or government, or debit memos that are related to a passenger compensation dispute - either resulting from COVID-19 - is exceptional,” ASTA said in a statement.
What the travel industry wants from the next round of U.S. government relief (Skift)
The American Society of Travel Advisors, a trade group, is also advocating strongly for changes to the PPP program. In addition, to the worry that the $350 billion fund will be quickly depleted, the group worries that “that the last-minute rules put in place by the Small Business Association make the loans less attractive to both borrowers and lenders.

A host of problems (Travel Weekly)
ASTA senior vice president and general counsel Peter Lobasso said the Society can and will step in when members experience similar issues. But World of Wishes was only in ASTA’s database as a “prospect,” meaning they had contacted ASTA but never actually joined. The advisors were not members.

How brick-and-mortar travel agencies are rethinking reality (TravelAge West)
Travel and Transport’s Cain and his company relies on Virtuoso for marketing content, while Kethy Takushi, owner and manager of Captivating Journeys in Wailuku, Hawaii, has found support through her affiliation with Ensemble as well as participation on the board of the ASTA Hawaii chapter. For Paula Hobble, president of Focus on Travel in Beaverton, Ore., ASTA and the Western Association of Travel Agents (WEST) have been effective allies.

ASTA says some tour operators aren’t doing right by advisors (Travel Weekly)
ASTA is calling on tour operators to do right by travel advisors regarding commission payments and policy changes during the coronavirus crisis. While cancellations are “painful enough,” ASTA said the retroactive changing of refund, cancellation and commission policies are “far more egregious.”
ASTA: Rescue funds for small businesses have dried up (Travel Weekly)
ASTA says funding for the Small Business Administration’s Payroll Protection Program and the Emergency Economic Injury Disaster Loan program has largely dried up. The travel advisors trade group is lobbying Congress to replenish funding for both.

ASTA targets more money for CARES programs as funding dries up (Travel Market Report)
Three weeks after Congress got together to sign its record-setting Coronavirus Aid Relief and Economic Security (CARES) Act, funding has reportedly dried up and the American Society of Travel Advisors (ASTA) is not taking on the mission of pushing for a renewal of its funding to support its members.

Two CARES Act loan programs have run out of money - Now what? (TravelAge West)
According to the American Society of Travel Advisors (ASTA), the plan's shortcomings became apparent soon after its launch and prior to the official depletion of its funds.

ASTA details its latest coronavirus initiatives (Travel Pulse)
ASTA detailed the latest next steps it is taking in its coronavirus relief efforts, the most notable of which amendments to the CARES Act. “I’ve talked to dozens of travel agency owners, and we’re looking at numbers in the 97 percent demand suppression right now, which is obviously a challenge for our businesses,” said ASTA President & CEO Zane Kerby.

ASTA urges advisors to contact Congress and ask to fix PPP (Travel Agent Central)
On April 3, the Small Business Administration (SBA) launched the $349 billion Paycheck Protection Program (PPP), which was one of the central relief programs included in the Coronavirus Aid, Relief, and Economic Security (CARES) Act.
Crisis management for travel advisors (TravelAge West)
By supporting an organization such as ASTA, for example - which has done a great job representing advisors during the crisis - advisors know they have a unified voice navigating the chaos on their behalf.

Federal rescue programs to be replenished, ASTA applauds (Travel Weekly)
The Paycheck Protection Program (PPP) and Small Business Administration’s (SBA) Economic Injury Disaster Loan (EIDL) programs are getting replenished, which the American Society of Travel Advisors (ASTA) applauded on Tuesday. According to ASTA, an additional $310 billion will be added to the PPP, and the EIDL program will get an additional $50 billion.

How new funding added to CARES Act could finally help travel agencies (Insider Travel Report)
Zane Kerby, president and CEO of ASTA, said ASTA commends congressional leadership and the Trump Administration for their quick action to replenish the CARES Act’s PPP and increase funding for the SBA’s EIDL program.

It’s who you know: Travel advisors struggle with loan approval (Travel Weekly)
Eben Peck, ASTA’s executive vice president of advocacy, said travel agency approval will likely still hinge on the bank that agencies use to apply for the funds, adding that “there are no magic bullets here’ to secure an approval.

Help on the way for idled travel advisors (Channel 3 Burlington WCAX)
“Being included in this way means our members have multiple options to get financial relief, and that’s a huge deal because this is a serious crisis situation right now,” Eben Peck, the executive vice president for advocacy at ASTA.
ASTA statement on interim coronavirus relief legislation (PressRelease Point)
President & CEO of the American Society of Travel Advisors (ASTA), releases the following statement in response to the announced agreement on the next round of coronavirus relief legislation.

Trump signs $484 billion COVID-19 relief package (Travel Agent Central)
After the framework for the bill was announced, Zane Kerby, president and CEO of the American Society of Travel Advisors (ASTA), said, “While these programs are far from perfect, they have provided financial relief to some of our members, and the additional funding will mean more relief for more travel agencies”.

Signature Travel Network ramps up support for ASTA’s advocacy efforts during critical time for travel advisors (ASTA)
Signature Travel Network has increased its commitment and financial support to the American Society of Travel Advisors (ASTA) in the most critical time in the industry’s history, providing a key boost to ASTA’s advocacy efforts on behalf of the advisor community before Congress and key decision-makers for coronavirus relief.

You will travel again: Start planning now and follow these expert tips (duPont Registry Tampa Bay)
In this climate, no one has a magic ball to tell you when or where you’ll be able to travel. “Travelers must make their own decisions and determine their own risk tolerance by staying informed,” says Erika Richter, the senior director of communications for American Society of Travel Advisors (ASTA).

TravelPulse podcast: Interview with ASTA President & CEO Zane Kerby (Travel Pulse)
Which airlines are forcing passengers to wear masks? Which cruise lines have pushed back operations into June and July? All these and more are answered on this week’s show. Later, these two are joined by Zane Kerby, President and CEO of the American Society of Travel Advisors (ASTA).
Three travel advisors have very different experience with PPP and SBA loans (Travel Market Report)
The CARES Act’s PPP and SBA loans were supposed to be a lifeline for advisors as travel came to a screeching halt last month because of the impact of COVID-19, the result of an unprecedented campaign by ASTA to help save the travel industry and travel trade in light of one of the biggest crises the industry has ever faced.

Celebrate travel advisors on May 6th for National Travel Advisor Day (Travel Pulse)
This year, in particular, ASTA is inviting its members and allies in the broader travel industry to use National Travel Advisor Day as a springboard for educating the traveling public, policymakers and the media about the unique value that travel advisors contribute when it comes to navigating the complex ecosystem of global travel.

ASTA’s #TravelHero campaign set to kick off (Travel Weekly)
National Travel Advisor Day is on May 6, and ASTA wants members and allies to use the day as a platform to educate legislators, the public and the media on travel advisors’ value.

National Travel Advisor Day: Showcase your value (Recommend Magazine)
“During these difficult times, we say a hearty, ‘thank you’ to all ASTA members all over the globe for all you do everyday to advise and serve the traveling public,” says Zane Kerby, president and CEO of ASTA, in press materials.

Americans look to the road rather than the skies this summer, experts say (CNN)
Like the tenuous steps states are taking to re-open their economies, experts are predicting travel will make a gradual comeback. “We believe that travel will return but it will come back in phases,” Erika Richter of the American Society of Travel Advisors.
ASTA’s persistent lobbying is paying off - here is what’s next (TravelAge West)
In its April 29 industry-wide webinar, the American Society of Travel Advisors (ASTA) recapped the milestones - both the triumphs and the challenges - that the travel advisor community has faced throughout the course of the coronavirus pandemic, while highlighting the steps taken to ensure brighter days ahead.

Most tour operators confident travel will return by the fall, according to new survey (Travel Market Report)
ASTA has taken up the torch of pushing tour operators honoring refund and commission policies. Earlier last month ASTA released a statement asking for suppliers to reverse course on any retroactive changes suppliers have made to their policies and for suppliers to “do the right thing when cancellations occur that are not initiated by the consumer.”

How does America’s support for travel pros compare to Canada’s? ASTA meeting sheds light on efforts (Pax News)
In the United States, ASTA has pledged a four-tier relief plan to tackle the effects of COVID-19 on the American travel advisor/agency community. This includes addressing carrier refund obligations and extending the existing term of unemployment benefits for travel advisors.

Here is what’s wrong with the Paycheck Protection Program (PPP) (TravelAge West)
The American Society of Travel Advisors (ASTA) has petitioned Congress to amend this particular provision as it relates to retail travel agencies, expanding the forgiveness period from eight weeks to 12 weeks.

ASTA’s #TravelHero campaign to launch National Travel Advisor Day (Luxury Travel Advisor)
In unison with its industry partners, the American Society of Travel Advisors (ASTA) says it will be celebrating National Travel Advisor Day on May 6 with a heartfelt “thank you” for all the work that travel advisors do to care for the traveling public.
A refund for a canceled tour? Some firms offer credit only (Travel Weekly)
The confusion around differing and sometimes changing policies prompted ASTA last month to call on suppliers to offer full refunds. But a recent poll by WeTravel, which processes payments for some 3,000 tour operators and their partners around the world, showed that making good such a demand is complicated.

ASTA still advocating for advisors as majority of members still haven’t received PPP loans (Travel Market Report)
On an industry-wide webinar on Wednesday, ASTA president and CEO Zane Kerby said that the ASTA survey found that somewhere in the high 20% of members have qualified for and already received PPP loans and less than 29% have qualified for and received unemployment.

7 ways the relationship between suppliers and travel advisors will change (TravelAge West)
ASTA admonished operators that have acted unethically and caused financial stress for travel advisors during the coronavirus pandemic.

ASTA to launch #Travelhero campaign on National Travel Advisor Day (Travel Agent Central)
In union with its industry partners, the American Society of Travel Advisors (ASTA) says it will be celebrating National Travel Advisor Day on May 6 with a heartfelt “thank you” for all the work that travel advisors do to care for the traveling public.

Insider video: ASTA’s Eben Peck on why the CARES Act hasn’t delivered yet (Insider Travel Report)
Eben Peck, executive vice president-advocacy for the American Society of Travel Advisors (ASTA), talks with James Shillinglaw of Insider Travel Report about ASTA’s great lobbying victory in getting the CARES Acts passed, but also why coronavirus crisis relief money has been so slow in getting to travel agencies and travel advisors.
U.S. Travel releases guidance for reopening travel business (Travel Pulse)
The document has been shared widely within the industry and with the White House, and its development was a true industry-wide effort, including organizations and industry leaders from USTOA, NTA, CLIA, National Restaurant Association, the Events Industry Council, the American Hotel and Lodging Association and more.

Not All Heroes Wear Capes! ASTA celebrates National Travel Advisor Day with ‘Travel Hero’ campaign (Travel Daily Media)
In unison with its industry partners, the American Society of Travel Advisors (ASTA) is celebrating National Travel Advisor Day today with a heartfelt ‘thank you’ for all the work that travel advisors do to care for the traveling public.

Scenic & Emerald Waterways applaud travel advisors (Recommend Magazine)
“As a proud member of the American Society of Travel Advisors like many you are, we would like to say Thank You for your partnership,” states Ann Chamberlin, V.P. Sales for Scenic Group USA, in a press release statement.

The future of travel: How the industry will change after the pandemic (New York Times)
By every measure, the coronavirus pandemic has decimated the travel industry. To learn how the landscape might change, we talked to dozens of experts, from academics to tour operators to airport architects.

ASTA’s ‘Not All Heroes Wear Capes’ campaign highlights advisor success stories (TravelAge West)
Kendall is just one of the many travel advisors featured in a video montage commemorating the launch of the American Society of Travel Advisors’ (ASTA) “Not All Heroes Wear Capes” campaign, which debuted today on National Travel Advisor Day during a live webinar.