ASTA Features in News for COVID 19
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 raise the issue proactively if a client is traveling to an affected area.

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.

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.”
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.

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.

“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.

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.

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.”
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.

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 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.”
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.

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.

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.
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.

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."