ASTA Green Program

Program Overview
The American Society of Travel Agents (ASTA) Green Program consists of educational and promotional resources that enable travel agents and suppliers to increase their knowledge of travel’s impact on the environment and highlight to consumers their commitment to keeping travel an environmentally friendly business.

ASTA Green members receive a detailed report educating them on how to operate a green travel business and continuous updates throughout the year on the latest environmental knowledge for travel companies.

The program will also be promoted to the traveling public highlighting ASTA members’ commitment to being green. This consumer element will allow travel companies to be proactive when confronting concerns about the impact of travel on the environment and position travel agents and the travel industry thought-leaders on this important subject.

Why Sponsor This Program
Consumers and travel agents will be demanding more and more green travel and they will be looking to companies who have already demonstrated their commitment to the program. This is your opportunity to take a leadership position on an important initiative and take advantage of ASTA’s resources to help you develop your own internal green operations.

Sponsorship Includes
- Listing as a Founding Green Supporter on the ASTA.org web page dedicated to the Green Program
- Educational Green Report
- Monthly e-tips email
- Use of the green logo [Upon completion of certain requirements]
- Founding supporter listing in the ASTA Green Report

Key Benefits
- Position your company as being environmentally friendly
- Save time by having clear criteria on how to measure yourself as a green supplier
- Promote your green commitment to travel agents and consumers
- Stay abreast of the latest environmental travel initiatives
- Use the ASTA Green logo on your web site and promotional literature
- Receive help in developing a Corporate Social Responsibility document
The Future of Green

Forrester Vice President and Principal Analyst Henry Harteveldt said the green movement in the U.S. was "two or three years or so behind Europe," where environmental issues are a bigger factor in the marketplace. But he also predicted: "It will become more important" in the U.S. "It will spread."

Source: Travel Weekly, March 18, 2008

Demand is growing for "green" services in business travel, a panel of experts told more than 225 travel managers and suppliers gathered in Toronto at a two-day conference sponsored by the National Business Travel Association (NBTA) Canada.

Source: Modern Agent, April 7, 2008

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