Getting Business with ASTA’s Online Tools

International Travel Agent Summit

Michelle Mueller, ASTA, Creative Director
Business Types

How to get:

1. Consumer Business
2. Colleague to Colleague Business
Consumer Business
Consumer Business

1. **Find a Travel Agent Directory**
   - Consumer coming to you

2. **Trip Quote Tool**
   - Consumer coming to you

3. **Media Tool**
   - You going to the consumer
Find a Travel Agent Directory

- LOCATION
  - TravelSense.org — ASTA’s consumer web site
  - ASTA.org — Industry Site
Find a Travel Agent Directory

- Consumer Behavior
- Search for travel agents
  - 407 Search Options
  - 200 Countries
  - 37 Languages ***
  - 22 Destinations ***
  - 56 Travel Specialties ***
  - 34 ASTA Certified Specializations
  - Travel photos ***

*** Items your add
Find a Travel Agent Directory

- Search results
- Random display
Find a Travel Agent

- Individual Agent Information
  - Email
  - Phone
  - Web site

*** Items your add

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**Agents Profile**

**Contact Information**

- Y. Murat Ozguc
- Email: murat1@propertravel.com
- Phone: 90 384 3416520
- Toll-Free:
- Website: www.travelatelier.com

**Address:** Suat Hayri Urguplu Caddesi

**City:** Nevsehir

**Country/Zip Code:** 50400

**Agency:** Travel Atelier

**Fax:** +90 384 3416519

**Certification:** None

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**Areas of Expertise**

**Destinations:** Asia - Middle East

**Specialties:** Adventure Travel, Archeology, Boating/Yacht/Sailing, Destination Weddings, Eco-Tourism, Family Fun, Honeymoon, Incentive Travel, Lifestyle/Family/Specialty, Luxury Travel, Meeting Planning/Events, Spa/Fitness

**Languages:** Dutch, English, German, Turkish

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**ASTA Certified Specialist:**

**Personal Information**
Find a Travel Agent Directory

- Individual Agent Information
  - Get a Quote from Agent
Find a Travel Agent Directory

- Get a Quote from Agent

Request A Trip Quote

Contact Information
Name: 
Phone: 
Email: 

What do you need for this trip? (check all that apply)
- Airfare
- Accommodation
- Cruise
- Train
- Rental Car

What's your budget range? (per person/ per trip including meals and lodging)
- $0 - $100
- $101 - $500
- $501 - $1,000
- $1,001 - $5,000
- $5,001 - $10,000
- $10,001 - $50,000
- $50,001 - $100,000
- $100,001 - $500,000
- $500,001 - $1,000,000
- $1,000,001 - $5,000,000
- $5,000,001 and above

What kind of trip is it?
- No Specification

Where and when are you traveling?
Traveling from: UNITED STATES
City: 
Traveling to: UNITED STATES
City: 
Departure date: 
Return date: 

Is this a multi-destination trip?
- yes
- no

If yes, list other destinations:

Who is traveling?
Number of adults: 
Number of children: 
Comments:

send
Find a Travel Agent Directory

India to Washington, DC to Niagara Falls to Orlando, Disney

30 people – 10 days
Denver to Jordan
4 people – 14 days
Find a Travel Agent Directory

- Find a Travel Agent Directory
- Search for a single travel agent
- Contact a single agent

How to get the consumers to SELECT YOU
Find a Travel Agent Directory

Get consumers to select you by having the most compelling listing.
Step 1 – Login
Click My Profile

Step 2 – Edit Profile
Find a Travel Agent Directory

CONSUMER

Step 3 – Edit Your Consumer Profile
### Profile Edit

#### Contact Information

- **Name:** Judy Jewel
- **Email:** judy.jewel@yahoo.com
- **Phone:**
- **Toll Free:** 866-JEWEL
- **Address:**
  - **City:** Jacksonville
  - **State:** FL
  - **Postal:** 32220
  - **Code:**
- **Agency:** Jewel Travel
- **Fax**
- **Certification**

#### Areas of Expertise
- **Destinations:** U.S. - Northeast, U.S. - West
- **Specialties:** Adventure Travel, Eco-Tourism, Family Fun, Great Outdoors, National Parks
- **Languages:** English

#### Personal Information
- **Tag Line:** I love to travel
- **About me:** I have always loved to travel. When I got the chance to combine my love of travel with my desire to be green, I took the plunge and never looked back. Now I help travelers explore the world in an environmentally friendly way.
- **Travel Agent:**
- **Favorite destinations:**
  - **About my recent vacation:** My last trip was a train ride across Canada ending with a week-long rafting trip on the Rockies.
- **Keywords:**

#### My Travel Photos

1. [Image of a group of people]
2. [Image of a person on a bike]
3. [Image of a lighthouse]

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**EDIT**

**EDIT**

**EDIT**

**EDIT**
Trip Quote Tool

• LOCATION
  - TravelSense.org — Consumers request help
  - ASTA.org — Agents respond
Trip Quote Tool

- 30 different options to select from
- Most important
  1. Description
  2. Keep Request Active for
  3. Max. # of Responses
Agents respond
Trip Quote Tool

- Responding to the Trip Quote – Consumer Leads
Trip Quote Tool

- Responding to the Trip Quote – Consumer Leads

<table>
<thead>
<tr>
<th>Date Requested</th>
<th>Travel From</th>
<th>Travel To</th>
<th># People</th>
<th>Timeframe</th>
<th>Budget</th>
<th>Max Responses</th>
<th># Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 18</td>
<td>United States of America</td>
<td>London</td>
<td>0</td>
<td>Jun 16, '09 - Jun 29, '09</td>
<td>$7500-$10000</td>
<td>5</td>
<td>0</td>
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<tr>
<td>Feb 17</td>
<td>charlotte, United States of America</td>
<td>Mexico</td>
<td>2</td>
<td>Aug 08, '09 - Aug 16, '09</td>
<td>$2000-$5000</td>
<td>10</td>
<td>2</td>
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<tr>
<td>Feb 16</td>
<td>akron-canton airport, United States of America</td>
<td>Orlando, Florida</td>
<td>7</td>
<td>Jul 11, '09 - Jul 16, '09</td>
<td>$1000-$1500</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>
Trip Quote Tool

- What to say

A semi-structured trip to **Greece**

hitting the must see highlights

Pre-arranged guided tours

Someone to meet us at the airport

Pre-arranged transportation

Make it out to an island or two
Trip Quote Tool

- Report this Request

If you believe this is not an actual or serious request, please enter a message with why this is not a serious request and click the Report button. The report button will notify ASTA of this request and we will review it.

Message:

Report this Request
Consumer Business

Find a Travel Agent Directory

Search for a single travel agent

Contact a single agent

Trip Quote Tool

Looking for multiple replies

Receive emails from agents

Promote/Advertise

Media Tool
LOCATION

- ASTA.org E-Library Media Resources
Media Tool

- Access to national US and territories media outlets
Media Tool

• Search Seattle, Washington 98017
  ▪ 99 Individual Media Outlets
  ▪ Magazines, Newspapers, TV, Radio
Business Types

Colleague to Colleague Business
Colleague to Colleague Business

1. WebExchange
2. Buyers Guide
3. Member-to-Member Directory
4. Bulletin Boards
5. Advertisement Opportunities
6. ASTA Logo
WebExchange

LOCATION
WebExchange

• Online Broadcast tool
  ▪ ModernAgent / Mailpound
• Add this to your marketing mix
• Upload text or html
  ▪ Html - basic clean code, simple tables and no CSS
• RSS feed
• Email Subscription Service
• Admin features
### WebExchange - View Offers

There are 56 matches found in your search.
Receive an email as new posting are added, click here to opt-in.

<table>
<thead>
<tr>
<th>Company</th>
<th>Headline</th>
<th>Book By Date</th>
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</thead>
<tbody>
<tr>
<td>West Wind Tours, LLC</td>
<td>Affordable Bordeaux Wine Tour April 19-26</td>
<td>03/19/2009</td>
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<tr>
<td>The Fraser Connection</td>
<td>Two week deluxe bus tours for people who don’t like bus tours. Commissions plus</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Road To Travel, Inc.</td>
<td>10% COMMISSION ON ALL ITALY PRIVATE TOURS - Classical Italy</td>
<td>02/28/2009</td>
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<tr>
<td>Road To Travel, Inc.</td>
<td>10% COMMISSION ON ALL ITALY PRIVATE TOURS - Rome, Florence &amp; Venice</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Road To Travel, Inc.</td>
<td>10% COMMISSION ON ALL ITALY PRIVATE TOURS - Tuscan Sea Package</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Road To Travel, Inc.</td>
<td>10% COMMISSION ON ALL ITALY PRIVATE TOURS - Rome and Sorento</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Panda Travel USA</td>
<td>The 22-day Great Train Ride to Tibet and Giant Panda Family Tour (April 15, 09)</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Costa Rica Just 4 U</td>
<td>COSTA RICA Special Package - 12% commission</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>Sure Tours (Pty) Ltd</td>
<td>Blue Train Special - South Africa</td>
<td>02/28/2009</td>
</tr>
<tr>
<td>The Georgia Sports &amp; Event Marketing Corp.</td>
<td>Masters Golf Travel Packages still available</td>
<td>03/01/2009</td>
</tr>
<tr>
<td>Alexander Tour</td>
<td>Travel in Bulgaria</td>
<td>03/01/2009</td>
</tr>
<tr>
<td>Exotic Vacations Treks &amp; Expeditions</td>
<td>Wonders - On the tail of the &quot;Yet&quot;</td>
<td>03/01/2009</td>
</tr>
</tbody>
</table>
WebExchange

Just Text
Text with Photos
Simple HTML
Buyers Guide

- Index of all ASTA travel supplier members
- Easy to search for specific product or vendors
- Can broadcast email message to get more information in a simile one click tool
Buyers Guide

- Category search
Buyers Guide

- Create a RFI list
  - Request for More Information
• One email to all the travel suppliers you want to get information form
Member-to-Member Directory
Member-to-Member Directory
Bulletin Boards

- Operations
- International
- Premium
- Sales
- Technology
Advertisement Opportunities*

• Additional fee
• Email newsletters
  ▪ One sent daily to 24,000 travel professionals
  ▪ One sent weekly to ONLY ASTA members
• Banner Ads
  ▪ ASTA.org nearly 50,000 unique visitors per month
  ▪ TravelSense.org nearly 30,000 unique visitors per month

* Limited spaces
• Use the Logo to identity yourself to fellow members
• Use your ASTA membership as an introduction
• Trusted online source for advice about travel
• Provides ability for consumer to verify membership

**NOTE:** ASTA receives inquiries about individuals who have the ASTA logo on their site and if they really a members.
• Provides ability for consumer to verify membership
  ▪ Easy to add ‘script’ to your website that a visitor can click and validate your membership
Colleague to Colleague Business

- Web-Exchange
- Buyers Guide
- Member to Member Directory
- Forums
- Advertising
- Logo

Broadcast Tool
Supplier Index
Person Finder
One-on-One Connection
Exposure Beyond Members
Validation
Getting Business from ASTA’s Online Tools

1. Consumer Business
   - Find a Travel Agent Directory
   - Trip Quote Tool
   - Media Tool

2. Colleague to Colleague Business
   - WebExchange
   - Buyers Guide
   - Member-to-Member Directory
   - Bulletin Boards
   - Advertisement Opportunities
   - ASTA Logo
Getting Business from ASTA’s Online Tools

1. Consumer Business
   - Find a Travel Agent Directory
     - Video tutorial online
   - Trip Quote Tool
     - Video / PDF tutorial online
   - Media Tool

2. Colleague to Colleague Business
   - WebExchange
     - Video / PDF / Help Guide online
   - Buyers Guide
   - Member-to-Member Directory
   - Bulletin Boards
   - Advertisement Opportunities
   - ASTA Logo
Dedicated to the Business of Selling Travel