International Travel Agent Summit
September 2008, Orlando, FL

ASTA's International Travel Agent Summit at Global Business Day on September 9, 2008 in Orlando, FL brought together nearly 40 travel sellers from 18 countries to meet one-on-one and discuss global travel industry issues. A highlight of the Summit was a presentation which introduced ASTA's extensive package of on-line business tools.

Travel agent participants also had the opportunity to introduce their company and network with representatives of a diverse group of international travel sellers. The International Travel Agent Summit was hosted by ASTA's International Chapter Presidents Council (ICPC) Chair, Robert Durant, of Western Canada, and included:

- Welcome message by Robert Durant, CTC, ICPC Chair
- Featured Presentation: Growing Your Business with ASTA's On-line Business Tools
- Travel Agent Introductions: Each participant introduced their company and services.
- Open Discussion and Q&A about issues important to the international travel industry.
- Networking – the focus of the Summit is to give international travel agents the opportunity to meet and develop business relationships. Participants are encouraged to bring business cards and company brochures to make the most of this networking session.

Open discussion centered mainly on ASTA's package of on-line business resources and how travel agents can best utilize these tools to develop global contacts, grow their business through U.S. and international travel sellers and build their business directly with consumers. The WebExchange, ASTA's business to business on-line marketplace, attracted much attention due to the opportunities it presents to market specific travel services and products to ASTA members around the world.

Discussion also focused on consumer leads available through the Business Services center on ASTA's web site, ASTA.org and ASTA's International Bulletin Board, which provides international travel sellers a discussion forum to post questions, share industry knowledge and network in an electronic environment from the convenience of their own office.

Summit participants were invited to participate in International Member Week on ASTA.org September 22-26, 2008. The purpose of this event is to encourage ASTA’s international membership to visit the International Bulletin Board on a daily basis to meet and interact with travel sellers from around the world. ASTA Members can access the International Bulletin Board at: http://www.asta.org/applications/Discussion/DiscussionList.cfm?ItemNumber=3388.

Links to ASTA’s on-line business resources discussed at the meeting are listed on the following page:
Grow Your Business with
ASTA’s ON-LINE BUSINESS TOOLS

**WebExchange** – ASTA’s business-to-business market place.  
[http://www.asta.org/businessservices/exchange](http://www.asta.org/businessservices/exchange)

**Consumer Leads** – Find consumer trip requests.  
[http://www.asta.org/businessservices/consumerlead](http://www.asta.org/businessservices/consumerlead)

**Buyers Guide** – Locate ASTA member travel suppliers.  
[http://www.astabuyersguide.com](http://www.astabuyersguide.com)

**Agent Profiles on travelsense.org** - Tell consumers and travel sellers who you are.  

**International Bulletin Board** – Meet fellow international travel sellers.  
[http://www.asta.org/LearningCommunities/?navItemNumber=556](http://www.asta.org/LearningCommunities/?navItemNumber=556)

**SmartBrief** -  Daily industry e-newsletter – sign up at:  

**ASTA Logo** – Download from ASTA.org and display proudly, go to:  
[http://www.asta.org/elibrary/logodisp.cfm?navItemNumber=3883](http://www.asta.org/elibrary/logodisp.cfm?navItemNumber=3883)