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# DATELINE ASTA

The Newsletter for members of the American Society of Travel Agents



## Following Tragedy, ASTA Salutes Members

One month ago, our world was shaken by unfathomable acts of violence. We continue to mourn the loss of so many Americans, and we salute the thousands who generously gave time, energy and money to rescue and recovery efforts. Additionally, we realize the important role the travel industry plays in helping America and the world recover and move on. Travel itself helps build peace as travelers make friends and become familiar with cultures around the world. The travel industry generates income for millions of people around the world. ASTA salutes its members whose hard work helps build global peace and prosperity.

—Richard M. Copland, CTC, ASTA President and CEO

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## Nationwide Day of Awareness Draws National Attention Travel Agents Work Together to Inform Consumers, Elected Officials

When agents closed their doors and hit the streets for the Nationwide Day of Awareness on Aug. 30, America took notice. *CNN Headline News* covered the story for half of the day, while *ABC News This Morning*, CNNfn, MSNBC and local television stations across the country aired Day of Awareness stories. ASTA's Day of Awareness video news release aired in 171 local TV markets, reaching more than 8 million viewers. ASTA members figured in Day of Awareness stories in *The Arizona Daily Star*, *The Arizona Republic*, *Aviation Week*, *The Chicago Tribune*, *The Cincinnati Post*, *Crain's New York Business*, *The Dallas Business Journal*, *The Denver Post*, *The Detroit Free Press*, *The LA Times*, *The Las Vegas Review-Journal*, *The Minneapolis Star Tribune*, *The New York Times*, *The Rocky Mountain News*, *The San Jose Mercury News*, *The Seattle Times*, *USA Today*, *The Wall Street Journal*, *The Washington Post* and local newspapers around the country. Additionally, the Associated Press, Bloomberg and Reuters wire services ran stories on the Day of Awareness. For a sampling of the media coverage of the Day of Awareness, see [www.astanet.com/CARE/others.asp](http://www.astanet.com/CARE/others.asp).

At Reagan National Airport, where more than 120 Washington D.C.-area travel agents and ASTA staff members gathered in balmy 90-degree heat to spread the word to consumers that airlines are attempting to drive travel agents out of the marketplace, ASTA Executive Vice President and COO William A. Maloney, CTC, announced, "I have some good news for you: from Puerto Rico to Hawaii to New York, travel agents are practicing their First Amendment right to be heard."

"I've been in the industry for more than 40 years, and I've never seen anything like this," said Robert Alcorn of Personalized Travel in Washington D.C. "I'm floored, because I never expected people to close their agencies and come out. It means a lot. As agencies close because of commission cuts, there are less and less places for agents like me to work."

*(Continued on page 5)*

### Trafalgar Offers ASTA Members a \$200 Bonus to Renew



Trafalgar Tours is giving ASTA travel agency company members the opportunity to earn up to \$200 in bonus

### Help ASTA Build Membership Membership Recruitment Can Increase Agents' Power and Earn Participants Up To \$250

The phrase "Power in Numbers" is an important one to travel agents. To continue achieving the level of success reached with the Aug. 30 Nationwide Day of Awareness (see story above), ASTA must be a strong organization speaking with one voice for travel agents. As

## Counsel clients on safe and healthy travel.

Find out how at the "Health Issues for Concerned Travelers" seminar at ASTA's World Travel Congress in New York City. Attendees\* receive a FREE first-aid travel kit.\*

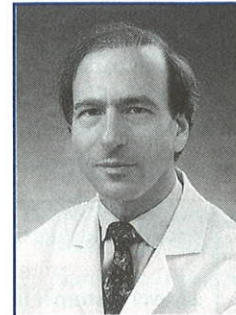
Seniors are traveling more often and greater distances than ever before. In fact, this group comprises one-third of all U.S. travel. Combined with Baby Boomers (36-54 year-olds) they make up the majority of all travelers worldwide. Their collective health issues often impacts their experience greatly. You can help ensure the highest level of travel enjoyment for your clients—find out how!

### Health Issues for Concerned Travelers Check Program of Events for date, time and location.

Featured topics will include:

- Most of all—be prepared! All you need to know about pre-travel health planning
- Common and uncommon health issues
- The importance of pre-travel physician visits
- Different Countries—Different Drugs
- Resources for travel health issues

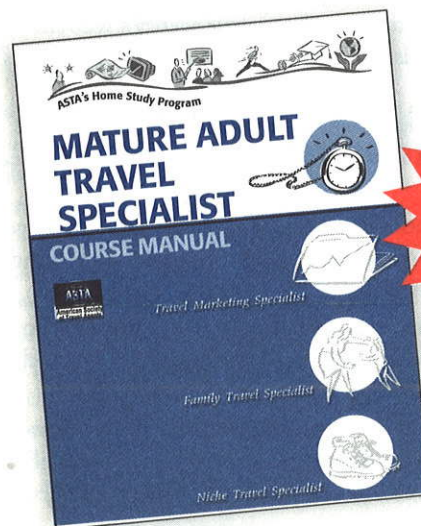
*\*The first 100 delegates attending the "Health Issues for Concerned Travelers" seminar session will receive a Premium Travel first-aid kit.*



Bradley Connor, MD

World-renowned travel health expert, Dr. Bradley Connor, will lecture on the added value travel agents can offer their clients in the emerging field of "Travel Health."

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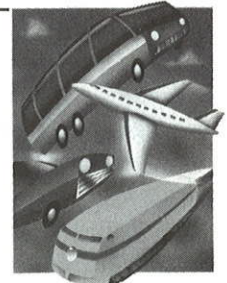


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Every eight seconds someone in the United States becomes a mature adult (50+ years old), and mature adults control 50 percent of discretionary spending. That's what makes this such a lucrative, growing niche.

#### Topics include:

- Expectations, demands and travel trends of mature adults
- Travel patterns and expenditures
- The different buying patterns of the senior citizen (65+) and baby boomer (50-64) markets
- "Hot Buttons" for upscale mature adults
- Unique marketing and sales strategies
- Companies sensitive to mature adult needs



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