



## **American Society of Travel Agents (ASTA)**

ASTA (American Society of Travel Agents) members represent 80 percent of all travel sold in the United States through the travel agency distribution channel. Together with hundreds of internationally based members, it is the leading global advocate for travel agents, the travel industry and the traveling public. ASTA's history of travel industry advocacy traces back to its founding in 1931 when it launched with the mission to facilitate the business of selling travel through effective represen