



April 2016

ASTA Mid America Chapter



## 2015 CHAPTER OF THE YEAR

Dear «First Name»,

I am pleased to report that for the second year in a row TravelFest has far exceeded revenues achieved prior to 2015. The 2016 TravelFest events were attended by over 500 agents and were supported by over 53 vendors in Pennsylvania, Ohio and Indiana where these events were held. (View a few pictures from the [Indy TravelFest here](#)).

We have continued to invest our funds on advertising in Mid-America's major markets, sponsoring educational scholarships, as well as creating brand new events, like the "All Chapter" meeting.

Looking forward, your board will continue to follow the guidelines that were put in place when we volunteered to serve on the ASTA Mid-America board. They are:

1. What are the benefits to our members?
2. Can we afford it?
3. What is the biggest bang for our buck?

In addition to investing in our members communities, your entire Mid-America board has donated to ASTA's advocacy efforts ASTAPAC. Last year our chapter was recognized as the first National Silver Advocacy recipient, based on the strong participation of many of our chapter members. If you haven't made your donation yet [Click Here](#) to do so today.

This is an investment in our industry and helps ASTA to defend against issues that are important to agents' business interests both locally and nationally.

As always, we hope that you will consider the ways that we can serve you better and communicate your ideas to us.

### Calendar of Events

#### **Upcoming Chapter Events:**

Don't Miss Out on ASTA Mid-American's Annual Indy Day at the Track! Join Us for the **100th Running Indy 500 Event** - May 21, 2016 - [Registration](#) is now open!

#### **Upcoming ASTA National Events**

We hope you'll join us at one of our upcoming shows!

- **ASTA Maui Showcase** – May 11-15, 2016: Its always a good time to go to Maui! Space is limited. [Register today!](#)
- **ASTA Destination Expo** – June 2-5, 2016: There are already over 100 registered attendees signed up for next year's ADE in Seville, Spain! Nothing beats actually being there. [Register here!](#)
- **ASTA Global Convention** – September 25-28, 2016: Laugh at midnight, dance 'til dawn. Reno Tahoe has all the excitement you can imagine. [Register here.](#)

Kind Regards,

Claudia Darling  
Chapter President

Board Members:  
Barbara Mazzola, 1st Vice President  
Pam Faust, 2nd Vice President  
Pat Reynolds, Treasurer  
Connie Corbett, Secretary



## April 2016 News from Headquarters

### ASTA Statement on Airline Pricing Changes

Alexandria, VA, March 30, 2016 – American Society of Travel Agents (ASTA) President and CEO Zane Kerby issues the following statement in response to recent airline pricing changes that have resulted in significant disparities between the cost of multi-city, open jaw and circle trips, as compared to multiple one-way fares.

"ASTA is closely monitoring the situation regarding reported changes to airline pricing structure. As reported in the press late last week, certain multi-segment itineraries cost significantly higher when presented as a single ticket versus multiple one-way tickets. While the situation remains fluid, it presents both challenge and opportunity to the agency community. Challenges include increased costs for agency clients and disruptions to agency workflows. The opportunity is for agents to demonstrate their ability to navigate the complex distribution system, and find the best value for customers.

"ASTA staff spoke with senior officials at the Department of Transportation today about this issue. We also are in contact with our members, the carriers, GDSs and other stakeholders. We will monitor the situation as it evolves, and report back to ASTA members as events warrant."

### Feel the Energy in Maui



There's nothing like being in a room of like-minded people. Join us in Maui to brainstorm with your peers on new business ideas, enjoy the eight lavish culinary experiences we have planned, and learn to sell the destination. And...this just in...The Executive Vice Mayor of Sanya, China, will be our honored guest at a breakfast hosted by Sanya. Attendees also will be treated to a farewell dinner hosted by the destination chosen for the 2017 Showcase. Come to Maui to find out where we're going next year!

### Andy Stuart, President and COO of Norwegian Cruise Lines, Talks About the Value of Travel Agents



The relationship between cruise lines and travel agents is stronger than ever. The distribution system is becoming increasingly important for cruise lines, and that's where ASTA travel agents fit in. According to Andy Stuart, President and COO of Norwegian Cruise Lines, "It's vital that travel agents stay relevant." [In this video](#), hear more about the value travel agents add to the cruise industry.

## **Upcoming Webinar from ASTA Headquarters**

[Webinar - Becoming a Travel Agent - A Great Career Choice](#) | May 17, 2016

## **Recent ASTA Member Alerts & Press Releases**

[Pennsylvania Budget Standoff Ends with No New Tax on Travel Agents](#) | March 31, 2016

[New Cuba Regulations Allow for Individual "People-to-People" Travel](#) | March 23, 2016

[Carnival to Sponsor ASTA Consumer Research](#) | March 31, 2016

[ASTA Statement on Airline Pricing Changes](#) | March 30, 2016

[ASTA Statement on Terrorist Attacks in Brussels](#) | March 22, 2016

**The global advocates for travel. Go with the pros.**

To decline all e-mails from this chapter, [click here](#).