

Wisconsin

TRAVEL AGENCY INDUSTRY AT A GLANCE

RETAIL LOCATIONS

237

FULL TIME JOBS

1,370

ECONOMIC IMPACT

\$53M

TRAVEL AGENTS ARE ECONOMIC DRIVERS

Travel agents – online, “brick and mortar” and many hybrid business models in between – play a critical role in the broader travel and tourism industry.



In 2015, travel agents processed **155 million trips** representing **\$148 billion of total travel sales**.



Agencies are responsible for the sale of the majority of airline tickets in the U.S., selling over **430,000 air tickets daily**.



More than **25 percent** of U.S. travelers reported using a leisure or corporate travel agent in 2015.



Travel agencies are predominantly small businesses, with **70 percent** employing fewer than 5 people.

TRAVEL AGENTS ARE IN YOUR COMMUNITY

The travel agency industry in the United States is a vital part of the transportation infrastructure. While the physical elements of travel include planes, trains, cars, hotels, cruises and tours, it is the travel agent that makes it all happen.

Travel agents vary in size from the smallest home-based agent to storefront agencies in every state and Congressional district to the large travel management companies such as Carlson Wagonlit to household-name online agencies like Expedia. Together, they account for an annual payroll output of \$5.5B and annual revenues of \$17.7B.

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ASTA AGENCIES IN YOUR DISTRICT

U.S. REPRESENTATIVES		ASTA MEMBERS
1	Paul Ryan (R)	17
2	Mark Pocan (D)	7
3	Ron Kind (D)	52
4	Gwen Moore (D)	7
5	Jim Sensenbrenner (R)	23
6	Glenn Grothman (R)	48
7	Sean Duffy (R)	10
8	Mike Gallagher (R)	18

U.S. SENATORS		ASTA MEMBERS
	Tammy Baldwin (D)	182
	Ron Johnson (R)	182

THE AMERICAN SOCIETY OF TRAVEL AGENTS

The American Society of Travel Agents (ASTA) was established in 1931 and is the leading professional travel trade organization in the world. Our current membership consists of about 2,600 domestic travel agency and allied travel companies employing nearly 30,000 people, as well as over 750 international member companies. Our mission is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism.

FOR MORE INFORMATION: ASTA.org