

ASTA Custom Research

ASTA provides personalized research services to travel suppliers needing accurate, actionable insight to drive their travel agent marketing strategies. We have a comprehensive travel agency network spanning thousands of agencies, large and small.

There are three ways to utilize ASTA's resources:

Add Questions to our Monthly Travel Agency Benchmarking Survey.

Using the Research Family guarantees statistically relevant data with extensive demographic detail. Opportunity is available monthly January through September for up to three questions per survey.

Priced at \$2,000 per question for ASTA members and \$4,000 for non-members.

Have ASTA Conduct a Custom Survey

We have access to over 15,000 agents in our network. Because of our role as an unbiased 3rd party industry group, agents know that the information they share with ASTA is confidential. As such, they often share information with ASTA that they aren't comfortable sharing other places. Survey can be conducted with ASTA members, our non-member agent contacts, and can be combined with your own client lists. Analysis is available. Survey cost depends on project timeline and scope.



Utilize ASTA's Market Research Knowledge for Data Analysis

ASTA can collect and analyze secondary data including Census, BLS and BEA data. ASTA can also provide further analysis or custom break-outs of data from our benchmarking series of reports. Survey cost depends on project timeline and scope.

Call ASTA's Research Department today at 703-739-6893 or email at research@asta.org to discuss your information challenge.

A detailed quote will be provided for any custom research request.