

## ASTA Releases Travel Agent's Management Toolkit

2008-10-09

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Sponsored by Best Western, this interactive toolkit combines the best of the Model Agency I and II programs and is designed to provide ASTA members with the essential tools to assist them in running their businesses in a more efficient and profitable way.

'Whether you're an agency owner, a manager or run your own home-based business, by the time you've finished this course you will find that you not only have explored new information and approaches to running your business but rediscovered old skills and practices,' said Chris Russo, ASTA president and CEO. 'To maximize their potential, it is imperative that travel agents have a solid understanding of the relationship between revenue sources and cost structures, service and sales goals, focused marketing and business strategies. Now, thanks to the generosity of Best Western, we are able to offer this course at no cost so there really is nothing to stop ASTA members from reaching their highest potential.'

This course is interactive in that, where appropriate, it links to tools found on [ASTA.org](http://ASTA.org)-such as the Financial Benchmarking and Salary tools-and encourages agents to input the data requested as they work through the course so that when complete they will have actionable data.

Once completed, travel agents will be able to:

Chart their agency's progress against industry benchmarks,

Develop an income statement, balance sheet and key financial ratios,

Forecast profitability by using financial forecasting tools,

Assess their agency's staffing needs,

Develop a simple marketing plan, and

Write a successful business plan.

For more information, go to [www.ASTA.org/education](http://www.ASTA.org/education).

The mission of the American Society of Travel Agents (ASTA) is to facilitate the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. ASTA seeks a retail travel marketplace that is profitable and growing and a rewarding field in which to work, invest and do business.

This article comes from Hotel News Resource

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