







MEDIA INFORMATION 2026/27







Fast Facts

The ASTA Worldwide Destination Guide is an invaluable country-by-country reference guide, packed full of useful member and travel industry information.

- FORMAT: US A4, high-quality, perfect-bound publication in full color.
- **DESIGN:** Contemporary in style, with strong, vibrant travel and lifestyle visuals.
- FREQUENCY: Annual.
- **DISTRIBUTION:** The ASTA Worldwide

 Destination Guide reaches many of the most influential people in the US travel industry.

 More than 26% of readers have reported annual sales in excess of \$4m and nearly 55% of readers have reported sales of more than \$2m.
- **READERSHIP**: 55,000
- **DIGITAL VERSION:** Emailed directly to more than 85,000 ASTA member partners.

ASTA, The Brand

- ASTA WAS FOUNDED in 1931 and today is the world's largest association of travel professionals. ASTA members represent 80% of all travel sold in the United States through the travel agency distribution channel.
- ASTA AIMS TO SUPPORT its members and help them effectively reach the traveling public. It enhances the professionalism and profitability of members through effective representation in industry and government affairs, education and training.
- ASTA AND ITS AFFILIATES represent 190,000 travel advisors across the US, 8,000 domestical travel agencies and supplier travel companies and 250 international travel supplier members.
- AMERICAN TRAVEL ADVISORS sell 59% of all cruises, 75% of tours and 40% of airline tickets. Most of ASTA's members are travel agencies, but many other types of travel companies join.

Editorial Content

- MEMBERS INFORMATION: The guide is designed to be used by all travel industry personnel on a daily basis. It details ASTA's history, as well as procedures and membership, and includes general industry information.
- COUNTRY PROFILES: The reference guide contains comprehensive, country-by-country information with maps, as well as 50 domestic state profiles, giving anyone selling a destination the information to do so confidently and accurately.
- REGIONS FEATURES: Articles written by experts sharing their thoughts on travel trends, industry shifts and both well-loved and lesser-known destinations around the globe, providing travel advisors and their clients plenty of inspiration.

Rate Card	
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Full page	\$10,900
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Opposite contents	\$12,900
Partner Content & Advertorial*	+25%

*subject to ASTA and Editorial approval



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tExcludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

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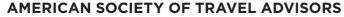
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