



American Society of
Travel Advisors

April 1, 2022

Dear Travel Agency Community:

As the federal government's response to the coronavirus pandemic has shown, there is room for improvement in terms of the government's understanding of how your businesses operate. Today, we are asking for your support for an initiative that will increase that understanding while helping the American Society of Travel Advisors' (ASTA) ongoing research campaigns at the same time.

Our friends at the U.S. Bureau of Labor Statistics (BLS) are currently visiting a sampling of companies within the travel agency sector to update the monthly Producer Price Index (PPI) for this industry. The PPI measures the change over time in the prices received by domestic producers of goods and services, and is our country's primary inflation indicator for the businesses. If you want to learn more, PPI indexes for the travel agency sector have been calculated and published monthly for over 20 years, available on the BLS website (www.bls.gov).

The success of the index depends on industry participation. Firms selected for participation need only contribute a few minutes per month to provide pricing information on a small selection of transactions. With the cooperation of sampled firms, the PPI for travel agencies will continue to be an invaluable measure of monthly price change for both public and private data users.

For this project, all data will only be used in an aggregated format, and no individual data will be published in any format.

Thank you for your support for this project and for our industry as a whole!

Yours Sincerely,

Zane Kerby
President and Chief Executive Officer