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Hispanic Market is Focus of Upcoming ASTA Webinar

Alexandria, Va., Dec. 12, 2011—ASTA, in conjunction with Mandala Research, is offering a webinar on Jan. 25 from 2 p.m. to 3p.m. EST to teach travel agents about the Hispanic travel market and provide them with the skills they need to break into this potentially lucrative niche. “Understanding the U.S. Hispanic Traveler” is part of a series of trending market segments on which ASTA will be providing targeted training in order to help members expand into these unique niches.

“This webinar puts Hispanic travelers within the context of general market travelers and provides travel agents and travel companies with insights on meeting the needs of the growing market segment,” said ASTA President and Chair Nina Meyer, CTC, MCC, DS. “Through webinars such as this, ASTA is able to provide the agency industry with key insights and tools agents can put to work immediately in their own businesses to realize growth and profit.”

Some of the more interesting facts about Hispanic travelers include the fact that they tend to have larger travel parties than the average traveler, with 31 percent of Hispanics traveling in a group of four or more compared to 25 percent for the average traveler. Hispanic travelers are also more likely to travel with children and also, to travel with more than two adults than general market travelers.

This webinar, presented by Laura Mandala, managing director of Mandala Research, will provide participants with an in-depth look at Hispanic travelers and their travel behaviors, including what they are looking for in a travel experience, as well as how they research their travel and make their bookings.

ASTA, working in conjunction with the National Tour Association, will pursue further segment exploration through a series of initiatives aimed at determining distinct market traits, educating travel professionals and marketing the product.

Mandala Research has pioneered the “firsts” of many niche studies in the industry and offers extensive knowledge of several growing demographics and trends, including wine and culinary tourism, gay and lesbian travelers, the international shopping traveler, travelers from growth and emerging markets and the African American traveler.

Laura Mandala has worked extensively with the U.S. Department of Commerce, and has conducted national studies for resorts, hotels, shopping malls, and destinations, as well as

multi-country brand equity and consumer tracking studies in China, the UK, Germany, Australia, Mexico and Argentina. Her career includes tenure at the U.S. Travel Association where she served as vice president of Research. Mandala also spent time as a consultant with Marriott International, where she gained extensive expertise in brand tracking, brand equity, and brand identity research, as well as global product and service preferences, portfolio analysis, loyalty program membership, suite design and decor, and website usability.

To register, click [here](#).

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.

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