



COMMONWEALTH
Business Travel Group, Inc.

AN ASTA UPDATE

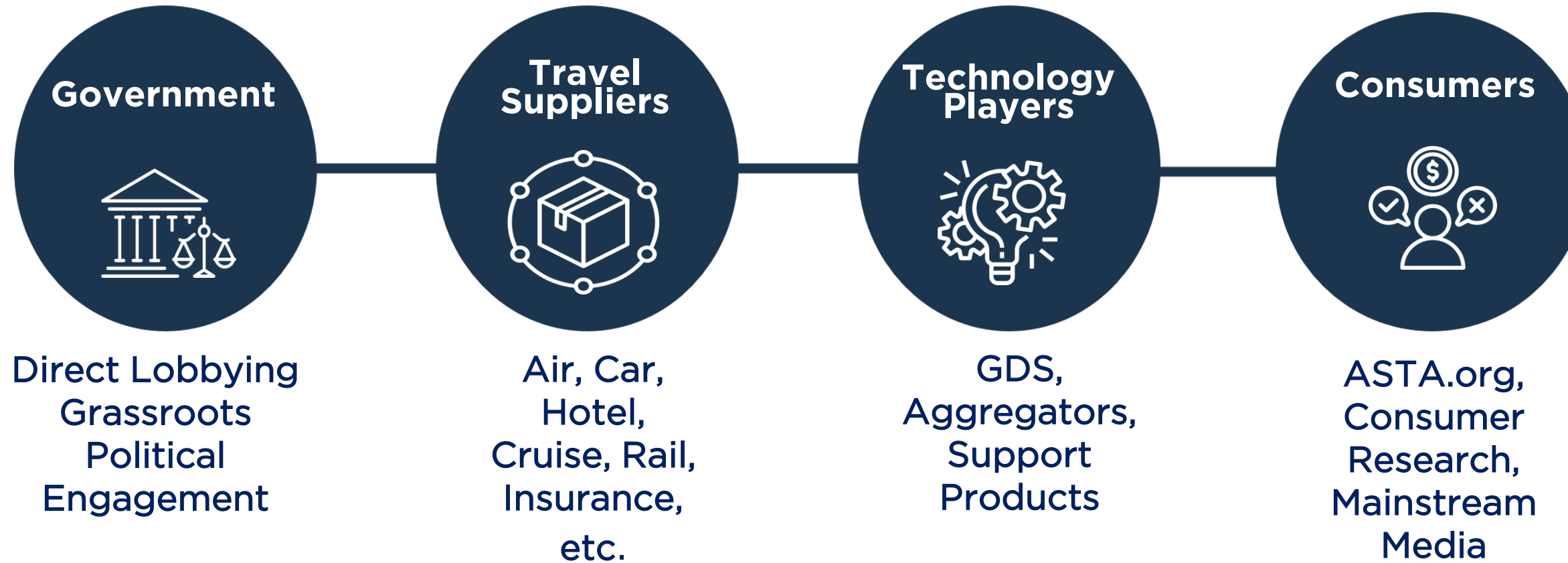
Mark Meader
Executive Vice President | ASTA Corporate

June 10, 2026



American Society of
Travel Advisors

ASTA's Mission: To Promote, Defend, & Elevate the Travel Agency & Advisor Profession



ASTA & Its Affiliates Represent

more
than



310,000 Individual Travel Advisors

11,000 Domestic Travel Agencies

655 International Travel Supplier Companies

ASTA CORPORATE STRATEGIC PRIORITIES



From Vision to Execution

Executing the temoji Strategic Plan:

Progress through June 2026

Key Achievements

- Strengthened stakeholder engagement
- Expanded advocacy leadership
- Elevated ASTA thought leadership
- Delivered measurable member value
- Increased corporate travel visibility

*Executing the temoji Strategic Plan
approved in 2025*

From Vision to Execution

Stakeholder Engagement & Growth

Accomplishments

- Established buyer baseline group
- Maintained CAC leadership engagement
- Expanded supplier participation
- Increased corporate stakeholder involvement

temoji Recommendation

"Create targeted engagement paths & broaden participation"

From Vision to Execution

Advocacy Leadership

Accomplishments

- Engaged United Airlines & Sabre leadership
- Elevated NDC servicing concerns
- Responded to Maryland HB 994
- Expanded supplier advocacy efforts
- Advanced commission recovery initiatives

temoji Recommendation

"Position ASTA Corporate as the voice of distribution and intermediaries."

From Vision to Execution

Thought Leadership & Industry Influence

Accomplishments

- Completed managed travel ROI research
- Launched Skift partnership
- Developing CFO-focused messaging
- Creating executive-ready tools

temoji Recommendation

"Establish ASTA Corporate as a leading thought leader in corporate travel."

From Vision to Execution

Delivering Member Value

Accomplishments

- Expanded Commission Recovery Initiative
- Recovered member commissions
- Increased advocacy resources
- Improved transparency and reporting

temoji Recommendation

"Produce high-impact tools and tangible member value."

From Vision to Execution

Strategic Plan Scorecard

Temoji Strategic Objective:	Status:
Increase Corporate Visibility	
Strengthen Advocacy Leadership	
Build Thought Leadership	
Expand Stakeholder Engagement	
Deliver Member Value	
Grow Membership Base	
Attract Emerging Business Models	
Develop Future Talent Pipeline	



American Society of
Travel Advisors

From Vision to Execution

Focus for H2 2026

- **Expand buyer participation**
- **Grow CAC membership**
- **Broaden stakeholder representation**
- **Launch managed travel ROI campaign**

THE VALUE & ROI OF MANAGED TRAVEL



Unlocking the Value of Managed Travel Through TMCs

2025 Study

In Partnership With:



Findings in a Nutshell

Managed Travel Drives Business Performance

- Higher ROI
- Higher revenue
- Better governance
- Stronger traveler support

Managed Travel is a Strategic Investment

- Profitability
- Revenue growth
- Impact on share price
- Results vary based on travel policy enforcement levels
- CFO-Ready Business Case for Managed Travel



American Society of
Travel Advisors

Report Link:

[Full ASTA Report](#)

Next: A Marketing Initiative

Reframing Managed Travel ROI

Goal: Equip TMCs with CFO-ready ROI messaging

Research → Story Telling → Industry Impact

Powered by:

Skift.

**Publication Target:
August 31, 2026**

Why Skift?

Skift Readers

94% Say Skift Influences Industry Thinking

80% Say Skift Influences Strategic Decision Making

Skift.

Trusted by Global Brands

Tools for ASTA Member TMCs

Four Quadrants or Icons

- CFO Ready Messaging
- ROI DATA Visuals
- Executive Talking Points
- Thought Leadership Assets

Built for Boardroom Conversations

Industry Reach & Amplification

Insights Deck Promotion

- Dedicated Skift Email
- Daily Newsletter Inclusion
- 85,000 Banner Impressions
- Social Media Promotion

Thought Leadership Content

- Executive Article
- Dedicated ASTA Content Hub
- Interview-Driven Storytelling
- Reusable Member Assets

Extending ASTA's Influence Across the Industry

Initiative Timeline

- Research Completed ✓
- Skift Partnership Launched ✓
- Content Development Underway
- Publication Target: August 31

Final Milestone: August 31, 2026

Expected Impact

- Empower Member TMCs
- Elevate ASTA Leadership
- Redefine Managed Travel Value

*Changing the Conversation from
Travel Spend to Business
Performance*

LOOKING AHEAD

The Summit & the Future of Corporate Travel



The Summit 2026

Corporate Ascent

October 14-16 | Denver

- **Corporate Travel Executive Programming**
- **C-Suite Industry Perspectives**
- **Corporate Buyer & TMC Collaboration**
- **Future-Focused Industry Dialogue**

Strategic Plan Alignment

Dedicated Corporate Programs & Events

Corporate Ascent Themes

Industry Transformation

✈️ Airline Retailing & NDC

📊 Data & Benchmarking

🤝 Buyer-Supplier Collaboration

💰 Commercial Models & Profitability

🌐 Corporate Travel 2030

Strategic Plan Alignment

Thought Leadership & Industry Influence

Bringing Together Industry Leaders

Featured Speakers

Bob Somers – Delta Airlines	Sam Gilliland – Accelya
Jennifer Steinke – Moderna	Michael Linenberg – Deutsche Bank
Steven Mandelbaum – EAB	Eric Maryanov – TAMS

Strategic Plan Alignment

Building ASTA Corporate's Visibility, Influence & Industry Leadership

The Summit

An exclusive gathering of the travel industry's most influential leaders, working together to shape the future of corporate, leisure and luxury travel

October 14-16, 2026
Denver, CO



Register Today

GOVERNMENT ADVOCACY



Advocacy in Action



Direct Lobbying

ASTA Staff, Outside Lobbyists



Grassroots Advocacy

Member Companies, Employees, ICs



Political Engagement

ASTAPAC

Policy Issues: Federal

DOT Final Rules/FAA Reauthorization

- Flight Refund Fairness Act (H.R. 5556)

A Voice at the DOT Table

- ACPAC Modernization Act (H.R. 5663)
- Passed the House on March 24

Worker Classification

- Modern Worker Empowerment Act (H.R. 1319/S. 2228)

Policy Issues: Federal

What Comes Next?

- **ACPAC Modernization Act**
 - Find Senate Republican cosponsor
 - Attach it to a must-pass bill?
- **Flight Refund Fairness Act**
 - Continue to increase cosponsors
 - Gain support leading up to next FAA Reauthorization
 - Working with Hill and DOT to address through regulations
- **Grassroots Action**
 - Local in-district meetings

Policy Issues: State

Growing interest to target “non-essential” or “luxury” goods and services – **including travel agencies** – to close budget shortfalls (and to fund other projects)

- Kentucky 2022
- Nebraska 2024
- Louisiana 2024
- Nebraska 2025
- Louisiana 2025
- Virginia 2025
- Maryland 2025
- Virginia 2026
- Nebraska 2026

We've been successful so far....

Policy Issues: State

2026 and Beyond

- Nebraska – Failed (will return)
- Virginia – Carried to 2027
- Kansas – Failed (Governor veto)
- Michigan – Framework bill introduced
- Minnesota – Sales tax bill discussed
- Maryland – Seller of travel registration

Maryland HB 994: Don't You Worry (Wurie) Act

- **Requires Maryland sellers of travel to register with state**
 - \$300 annual fee
 - Proof of E&O Insurance of at least \$1 million
 - Agencies must provide list of agents selling in Maryland
 - Anyone selling to MD residents must also register
- **ASTA sent letters to House, Senate, Governor outlining concerns**

Will take effect October 1

Maryland HB 994

A State-Level Issue With National Implications

- Expands regulation of “Sellers of Travel”
- Creates new registration & insurance questions
- Raises concerns for TMCs, hosts, and IC model
- Could influence legislation in other states

***ASTA Engaged Early to Protect Agencies from Unclear
& Potentially Burdensome Regulation***

Key Industry Concerns

Scope & Definitions	Registration Questions	Insurance Questions
Who qualifies as a “Seller of Travel”?	Do agencies and advisors both register?	What insurance is actually required?
Are TMCs treated differently from tour operators?	How are W-2 employees treated?	Are host policies sufficient for ICs?
How are host/IC structures handled?	Could obligations overlap?	Are coverage limits clearly defined?

Vague Regulatory Language Creates Operational Uncertainty & Compliance Risk

How ASTA Responded

ASTA Advocacy Actions

1. Identified drafting and compliance risks
2. Evaluated legal and constitutional concerns
3. Engaging legislators and regulators
4. Requesting clarification and limiting interpretations
5. Coordinating industry feedback and impact analysis

Potential Outcomes Pursued

- Regulatory clarification
- Supplemental guidance
- Legislative corrections
- Delayed implementation if needed

***Goal: Protect Workable Business Operations While Supporting
Clear & Fair Regulation***

Why This Matters to TMC Owners

- State laws can create nationwide operational impact
- Regulatory models often spread to other states
- Vague rules increase compliance costs and risk
- Host/IC and advisor structures remain a key focus
- Early advocacy produces better business outcomes

*ASTA's State Advocacy Work Helps Protect
Operational Flexibility & Scalable Growth Across the
Travel Industry*

FUNDRAISING



Where Does Fundraising Money GO?

ASTAPAC Contributions

- Congressional fundraising events
 - ASTA leaders and staff
 - Allows more face time than meetings

Advocacy Fund Contributions

- Federal external consultants/lobbyists
- State consultants/lobbyists
- ASTAPAC overhead

***Thank You, CBTG, for Your \$5,000
Advocacy Fund Contribution Each Year***

CORPORATE ADVISORY COUNCIL (CAC)



ASTA CAC

- Most influential stakeholder group at ASTA
- Heads of largest ASTA travel agency/TMC, consortia, franchise organizations, host agencies & supplier members
- Focus on issues of common interest strategizing to speak with one voice before:
 - Federal regulators
 - Members of Congress
 - State legislators
 - Industry players

**May 29, CAC Meeting at ASTA Travel
Advisor Conference | San Diego**

CAC Town Hall: Sabre & United Airlines

Advancing the Industry Conversation

Key Outcomes

- Brought airline, technology, & agency leaders together for direct dialogue
- Elevated member concerns regarding NDC, servicing, & content fragmentation
- Created a forum for candid discussion on distribution strategy & operational realities
- Reinforced ASTA Corporate's role as a neutral industry convener

Positioned ASTA Corporate as the voice of distribution and intermediaries

Content

Workflow

Servicing

Transparency

Retailing

Economics

Accountability

Distribution

THANK YOU

