



## **National Alliance Dedicated to Small Business Travelers Announced in Dallas; ASBTA Offers Unique Services and Travel Discounts Previously Unavailable To Small Business Owners**

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The American Small Business Travelers Alliance (ASBTA), was launched today at its headquarters in Dallas. ASBTA will provide an array of valuable services and functions focused specifically on the travel needs and interests of small business owners.

"By providing travel services and functions focused specifically on small business owners, ASBTA is uniquely positioned within the travel industry," said ASBTA President Chuck Sharp. "Today's travel industry is cluttered with service providers, organizations and associations that offer over-lapping and redundant capabilities focused mainly on the needs of large corporate clients. With ASBTA, the nation's 25 million SBTs for the first time will have a collective voice and the clout they need to take advantage of travel bargains, programs and offers designed especially for them.

"For instance, ASBTA provides free travel information specifically tailored to SBTs, as well as networking capabilities with key airlines, car rental companies and hotel chains," Sharp added. "We also offer a variety of exclusive travel-related offers made available by major industry vendors."

### **Sponsor Search Under Way**

According to Sharp, ASBTA is developing relationships with a variety of organizations and associations -- including airlines, travel agencies, car rental companies and the lodging industry -- to help ensure that SBTs receive a level of resources, services and fares equal to or better than those offered by large corporations to their employees.

Future ASBTA services include providing SBTs with the following...

- An electronic monthly newsletter that offers travel tips, resources, fare and rental bargains, viewpoints and perspectives, and links to vital travel information
- Timely travel news updates/advisories focusing on fast-breaking events, activities and trends
- An integrated communications program focused on keeping the travel and business print and electronic media up to date regarding small business travel trends and issues
- An association information program designed to keep the members of large, vertical trade groups informed about trends and issues affecting small business travelers
- Travel research regarding small business trends and issues provided through ASBTA surveys and studies
- Participation of ASBTA staff as speakers, panelists and discussion leaders in key small business travel conferences and expositions

## Free Memberships Available To SBTs, Travel Agencies

ASBTA is offering free memberships to SBTs if they sign up between now and February 1, 2005. After that, the yearly membership fee is \$100. The group also is establishing relationships with travel agencies nationwide that cater to the needs of small business travelers.

"We're working closely with travel agencies that are set up to help SBTs with their travel needs," Sharp said. "In fact, we're already providing travel agencies with a variety of services at no cost for one year.

"We encourage travel agencies to place their links on the ASBTA Web site ([www.asbta.com](http://www.asbta.com))," Sharp added. "This is accomplished by simply sending a check for \$50 (covers one year) to ASBTA, P.O. Box 270543, Flower Mound, TX 75027. Travel agencies interested in a one-year free membership in ASBTA can also apply by visiting the Web site."

### About ASBTA:

The American Small Business Travelers Alliance (ASBTA) is a national, organization that serves small business travelers by providing free and helpful information about resources and services, savings on fares and accommodations, and technology designed to improve and enhance the travel experience. To achieve its mission, ASBTA works closely with airlines, lodging, car rental companies, travel agencies and other companies that serve small business travelers. If you're a small business owner and want to learn more, visit our site and register (free until February 1, 2005) at [www.asbta.com](http://www.asbta.com). We'd like to hear from you, too. Give us a call or e-mail us at [info@asbta.com](mailto:info@asbta.com) if you have questions or want to share ideas about what small business travelers really need and how ASBTA can serve you effectively. Call 469-648-0190

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