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AMERICAN SMALL BUSINESS TRAVELERS ALLIANCE

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ASBTANEWS...

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ASBTA: Small Business Travelers Unfazed by Recent Terrorist Attempt; Confident in Increased Security Measures

ASBTA Survey Reflects Faith in Current Air Travel Safety and Support for Innovative Advanced Screening Procedures

FOR IMMEDIATE RELEASE – DALLAS, TX – The recent unsuccessful terrorist attempt on U.S. airlines has done little to curtail the domestic and international travel of small business travelers, according to a recent survey by the American Small Business Travelers Alliance (ASBTA), a national alliance that provides valuable services and functions focused specifically on the travel needs and interests of small business owners. The survey also revealed an overall sense of confidence among small business travelers regarding both current and proposed increased security measures.

“Although terrorism is a concern to everyone, the results of our survey show that small business travelers have overwhelmingly responded to recent events with pragmatism and aplomb,” said Chuck Sharp, ASBTA President. “They seem confident in the measures being taken to protect them and their fellow travelers, and appear ready and willing to

adapt to new security measures.”

The 2006 ASBTA Airline Security Survey found that a majority of respondents (68 percent) believe airport security plans are headed in the right direction considering recent events and the overall war on terrorism. Most (81 to 89 percent) further indicated that the recent terrorist attempt does not change their plans for domestic or international travel, business related or otherwise.

The survey also asked small business travelers to weigh in on a program being developed by The Transportation Security Administration (TSA) and private industry called the Registered Traveler program, which will provide expedited airport screening for frequent flyers who complete a security threat assessment and provide biometric information – such as fingerprints or iris scans – and biographic details. According to the survey results, 77 percent of small business travelers would like to see such a program implemented.

“The intrepid spirit that is characteristic of many small business owners really comes through in the results of our airline security survey,” said Sharp. “These are people who have had to overcome obstacles and challenges to build their businesses, and they’re not about to let terrorist intimidation keep them from moving forward.”

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About ASBTA and SMBTA:

ASBTA is a national organization dedicated to serving and educating small business travelers by providing information regarding travel and mobile technology. The Small and Medium Technology Alliance (SMBTA) is part of ASBTA focused on helping businesses better utilize technology. If you're a small business owner and want to learn more or become a member for free, visit our sites – www.asbta.com and www.smbta.com. Members of the media can receive a free copy of survey results by contacting ASBTA by phone at 469-648-0190 or email at surveys@asbta.com.