



Liberty of the Seas Hosts ASTA's Young Professionals Society Retreat

ASTA (American Society of Travel Agents), May 25, 2007

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ASTA recently hosted its fourth annual Young Professional Society (YPS) retreat aboard Royal Caribbean Cruise Line's (RCCL) newest ship, Liberty of the Seas. Royal Caribbean's senior management extended this special invitation to all YPS participants to sail on the pre-inaugural cruise from the Port of Miami on May 14.

PR9.NET May 25, 2007 - Alexandria, Va – ASTA recently hosted its fourth annual Young Professional Society (YPS) retreat aboard Royal Caribbean Cruise Line's (RCCL) newest ship, Liberty of the Seas. Royal Caribbean's senior management extended this special invitation to all YPS participants to sail on the pre-inaugural cruise from the Port of Miami on May 14.

"The young people in the industry are our lifeline," said Cheryl Hudak, CTC, ASTA president and CEO. "They will be the ones to implement future travel trends and develop new ways to attract and retain customers. That's why it's particularly important that we invest in their professional development now. We need them to be their best, so that we can be our best."

Training sessions included a one-on-one RCCL brand update; an exclusive guided ship tour; a discussion on making use of ASTA membership benefits; information about the YP Rocks event at THETRADESHOW; and the Look to Book program with Dollar/Thrifty Automotive Group. YPS guests were also invited to a private cocktail reception hosted by RCCL's senior management team, including the cruise line's president, Adam Goldstein, and senior vice-president of North American sales, Lisa Bauer. Members of ASTA's board of directors also attended to encourage the young professionals to become active in the travel industry. In addition to the educational segment, the group had an opportunity to network with one another, with the hopes of developing their own personal contacts and building stronger business relationships.

"I learned quite a bit more about YPS and ASTA than I knew," said David Anderson from America's Vacation Center in Calif. "I had a great time and look forward to doing this again."

Victoria Gerwig with Travel Partners in Broomfield, Colo., said, "Not only was it a great opportunity for me to get to know the YPS group, but [a chance] to experience my first cruise on such a magnificent ship; [it] was amazing. I look forward to participating in many more YPS events in the future and talking my fellow employees into doing the same."

Jessie Powell with Bay Travel Center / Norwalk Travel in Bay Village, Ohio, said, "I want to extend many thanks to you for letting me in on this great experience. I had so much fun! I met lots of interesting people from all over, and maybe even a few lasting friendships evolved ... I think ASTA did a wonderful thing by adding YPS and letting people know that we are here ... to stay! Royal Caribbean did a wonderful job with the ship, and I was so impressed with the way everything went on our two-day jaunt out to sea! The staff was great and everyone had a smile on their face."

The next Young Professionals event, YP ROCKS, is being held at THETRADESHOW, Sept. 9-11 in Las Vegas. This party is a special event honoring young travel professionals in the travel industry.

ASTA's YPS is open to all members of the travel industry who are members of ASTA or an employee of an ASTA Premium Member. Now in its fourth year, YPS has hundreds of travel professional participants. To learn more about ASTA's YPS, please visit www.ASTAnet.com/YPS.

ASTA's Young Professional's Society is designed to enhance travel professionals' business skills through continuing industry education, training and networking opportunities. The group encourages younger members of the industry to take leadership positions within ASTA. YPS benefits include recognition on ASTAnet, networking opportunities with travel agents and vendors, continuing education, a quarterly e-newsletter, exclusive invitations to FAM trips, special cruise events and receptions at ASTA meetings. For more information, visit www.ASTAnet.com/YPS.

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