Decoding the travel advisor client
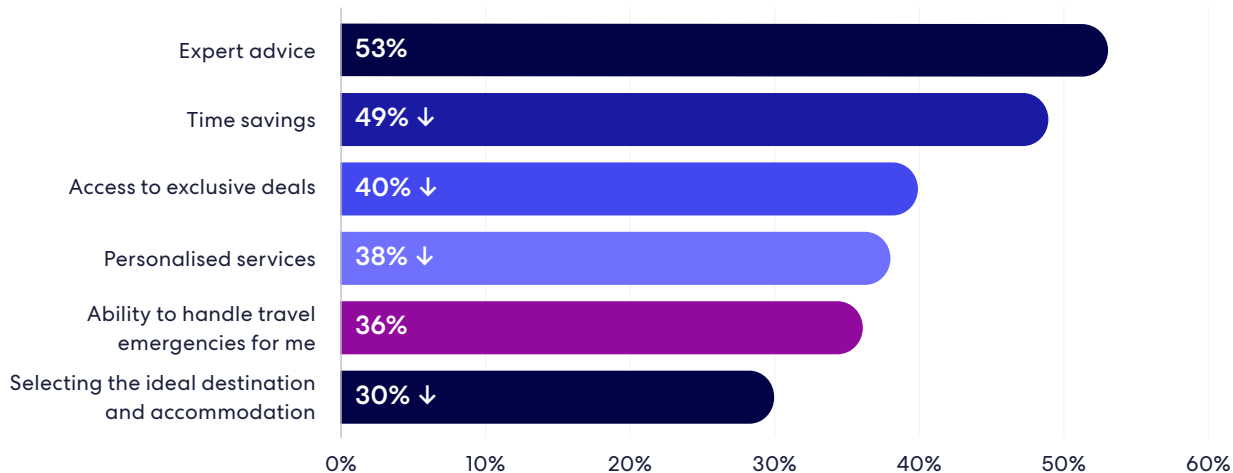
Key insights: Australia

A regional snapshot of our global survey with Wakefield research, featuring insights from Australian travellers who booked with a travel agent in the past 18 months.

Note: ↑↓ Arrows indicate when data points are 3 percentage points above or below the global average.

Top reasons to use a travel advisor

Multi-select question

Expert advice is the main reason Australian travellers use travel advisors.

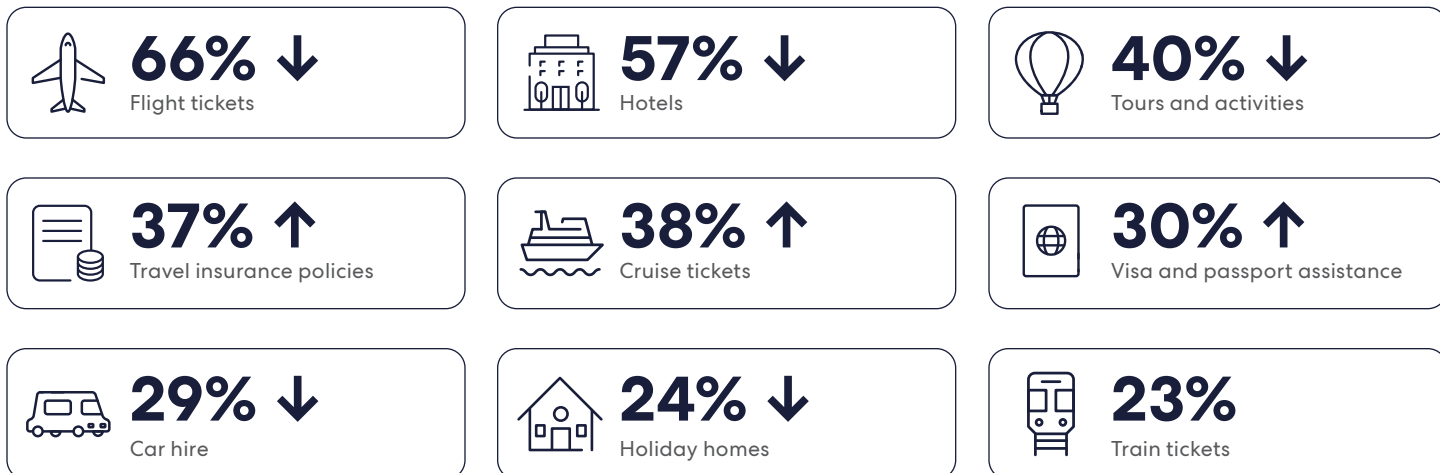| Reason	Percentage
Expert advice	53%
Time savings	49% ↓
Access to exclusive deals	40% ↓
Personalised services	38% ↓
Ability to handle travel emergencies for me	36%
Selecting the ideal destination and accommodation	30% ↓

(Chart x-axis: 0% 10% 20% 30% 40% 50% 60%)

Top influences when selecting a travel advisor

Special offers are more important to Australians deciding on an advisor than the average traveller globally.

01 **Expertise/specialisation**
02 **Special offers or incentives ↑**
03 **Price for services ↓**
04 **Accessibility and communication**
05 **Ability to help with itinerary changes when needed ↑**

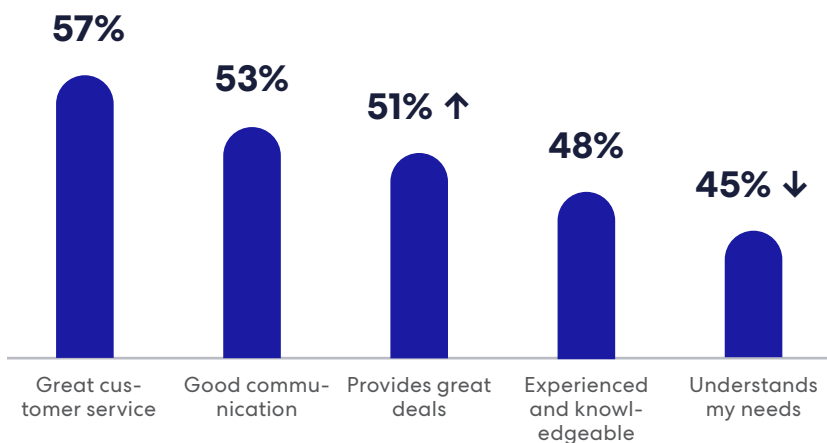### Which travel-related services do you typically use a travel advisor for?

Australian travellers are more likely to want help with travel insurance policies, cruise tickets and visas and passports than the average traveller globally.

66% ↓ Flight tickets	**57%** ↓ Hotels	**40%** ↓ Tours and activities
37% ↑ Travel insurance policies	**38%** ↑ Cruise tickets	**30%** ↑ Visa and passport assistance
29% ↓ Car hire	**24%** ↓ Holiday homes	**23%** Train tickets

Top reasons for staying loyal to one travel advisor

Australian travellers see great customer service as being the main reason to stay with a travel advisor.

Great customer service	Good communication	Provides great deals	Experienced and knowledgeable	Understands my needs
57%	53%	51% ↑	48%	45% ↓

54%

Of Australians' last trip booked with a travel advisor was a week or longer

→ **versus 45% on average**

Top takeaways

Deals and special offers are essential

Make sure that you're providing the best deals and special offers. This will help you retain current Australian clients and attract new ones.

Provide help outside of making bookings

Go the extra mile by ensuring all parts of the trip are planned out. This could include assisting with visas and passports and securing trip insurance policies so your clients are well-prepared.

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