

Decoding the travel advisor client



Key insights: Australia

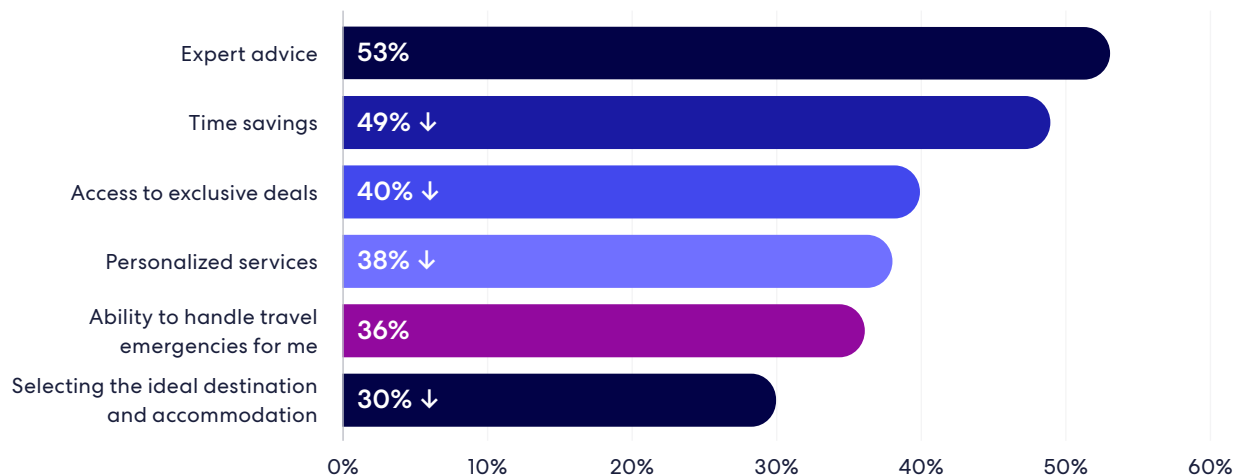
A regional snapshot of our global survey with Wakefield research, featuring insights from Australian travelers who booked with a travel agent in the past 18 months.

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 travelers use travel advisors.



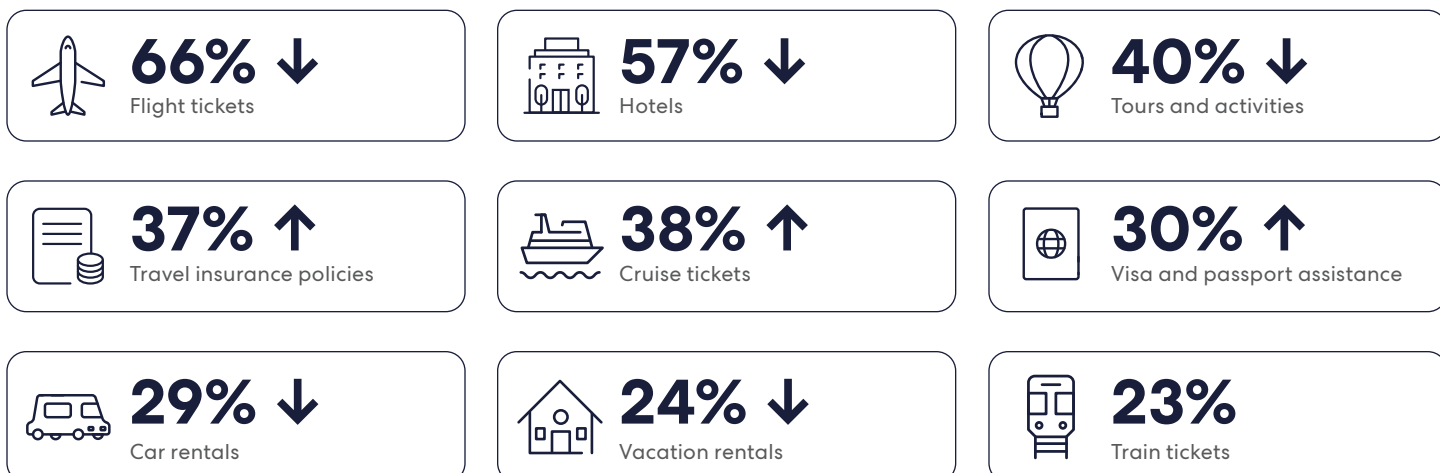
Top influences when selecting a travel advisor

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

- 01 Expertise/specialization
- 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 travelers are more likely to want help with travel insurance policies, cruise tickets, and visas and passports than the average traveler globally.





Top reasons for staying loyal to one travel advisor

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



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 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.

Leverage Expedia TAAP

Our vast supply offerings coupled with our competitive pricing and easy-to-use tools make Expedia TAAP an invaluable solution to help your business offer exceptional travel experiences.

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