

# Decoding the travel advisor client



## Key insights: Brazil

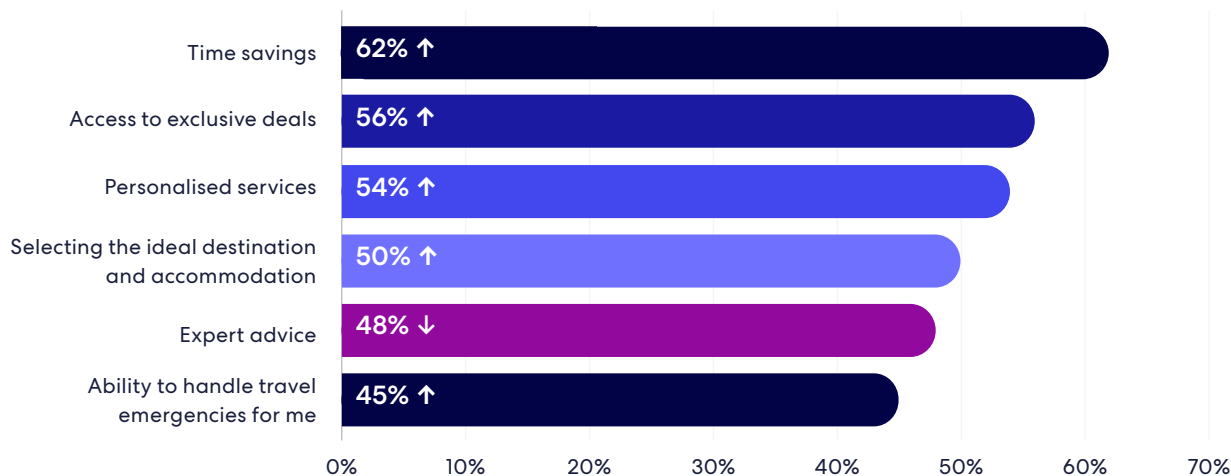
A regional snapshot of our global survey with Wakefield research, featuring insights from Brazilian travellers who booked with a travel agent in the past 18 months.

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

Saving time and uncovering deals are the main reasons Brazilian travellers use travel advisors.



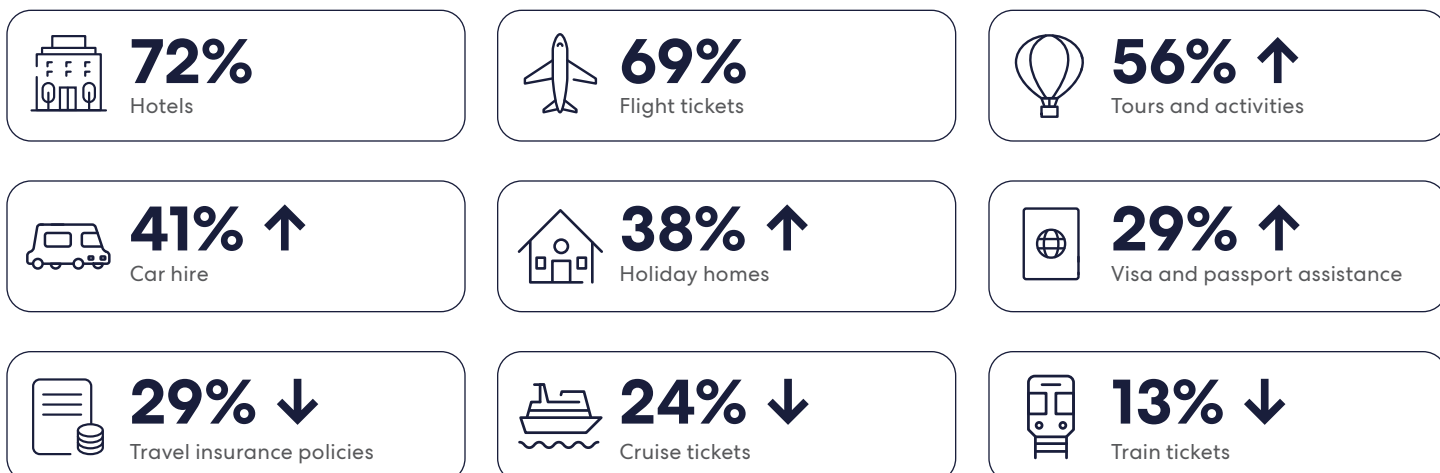
### Top influences when selecting a travel advisor

Positive reviews and flexible payment options are more important for Brazilian travellers when deciding on an advisor than the average traveller globally.

- 01 Price for services
- 02 Reviews or recommendations of the agency ↑
- 03 Flexible payment options ↑
- 04 Special offers or incentives
- 05 Expertise/specialisation ↓

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

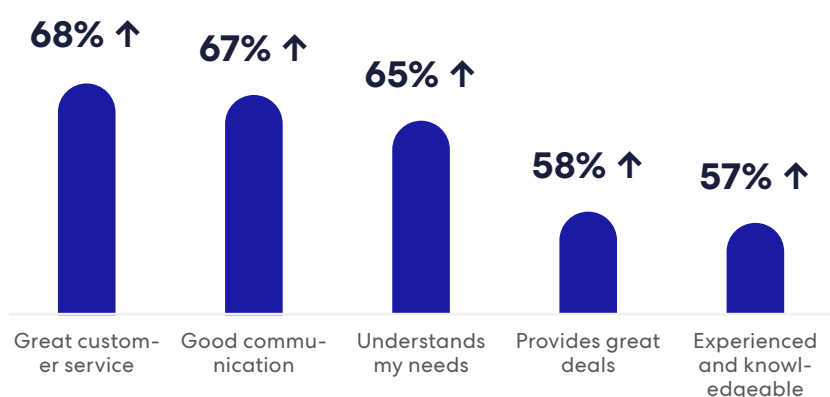
Brazilian travellers are more likely to want help with tours/activities and car hire than the average traveller globally.





## Top reasons for staying loyal to one travel advisor

Customer service and communication are the main reasons Brazilian travellers stay with their advisors.



# 67%

Of Brazilian respondents have changed their travel advisor in the past 5 years  
→ versus 62% on average

## Top takeaways

### Time savings and customer service are key

Maintain consistent communication and deliver services promptly throughout the trip planning process, allowing you to provide the time savings and customer service Brazilian travellers want and expect of you.

### Prioritise reviews and payment options

Highlight and feature client reviews prominently on your website and social channels to build trust and drive new clients to your business. Offer flexible payment options so clients can confidently book their ideal trip with you and enjoy the convenience of paying closer to their trip date.

### Leverage Expedia TAAP

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