

# Decoding the travel advisor client



## Key insights: Canada

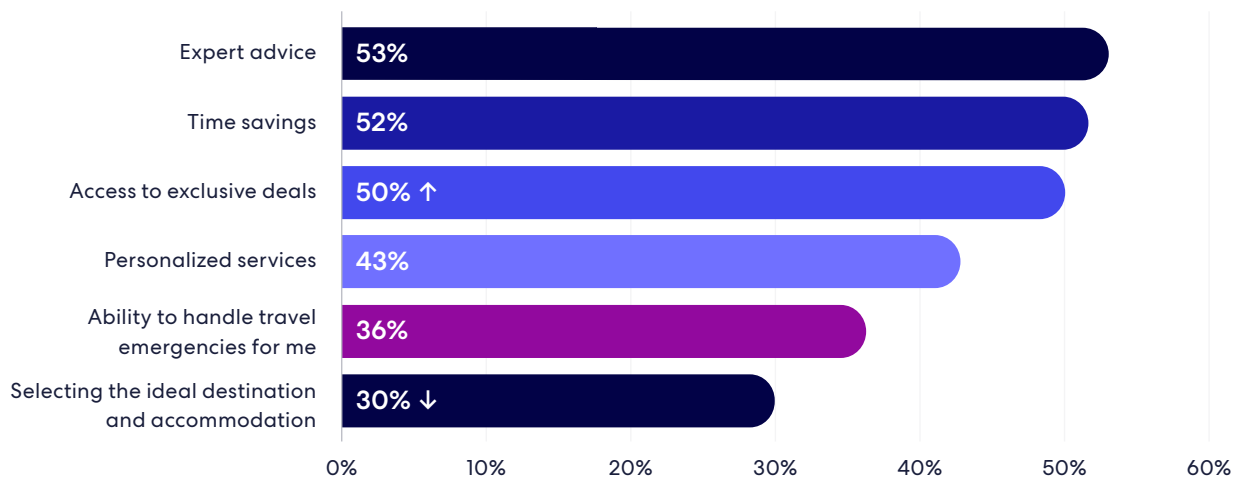
A regional snapshot of our global survey with Wakefield research, featuring insights from Canadian travelers who booked with a travel agent in the past 18 months.

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

Access to exclusive deals is more important to Canadian travelers than to the average global traveler.



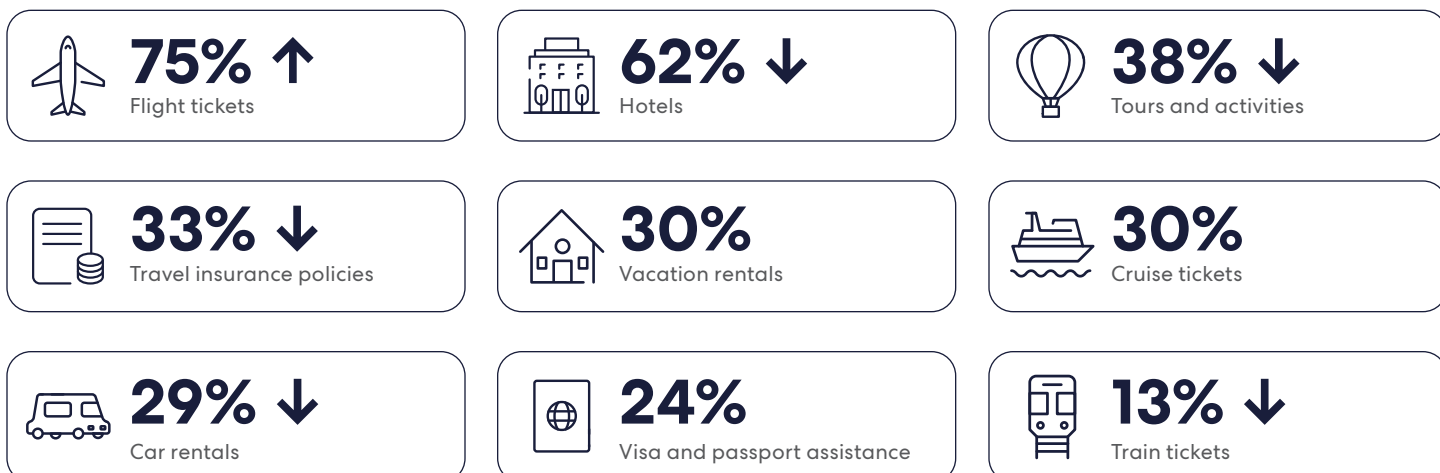
### Top influences when selecting a travel advisor

Special offers are more important when deciding on an advisor for Canadian travelers than the average traveler globally.

- 01 Expertise/specialization
- 02 Special offers or incentives ↑
- 03 Price for services
- 04 Flexible payment options
- 05 Accessibility and communication

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

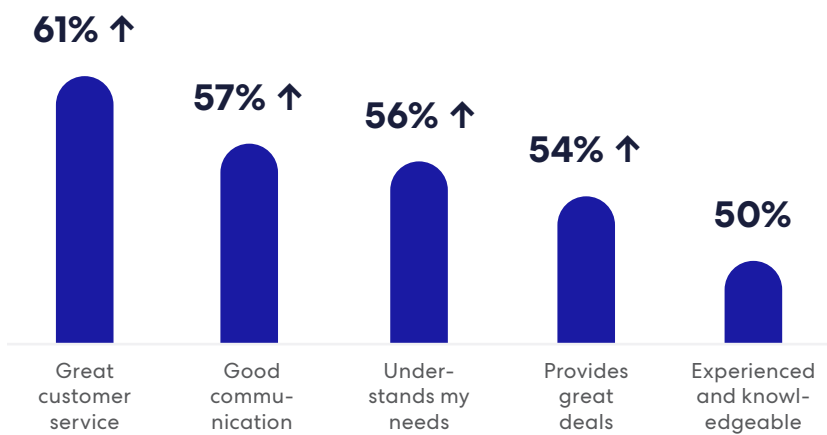
Canadian travelers are more likely to use their travel advisor to book flight tickets than the average traveler globally.





### Top reasons for staying loyal to one travel advisor

Customer service and good communication are the main reasons Canadian travelers stay with their travel advisors.



# 50%

of Canadians have had the same travel advisor for 5 years

→ versus 38% on average

### Top takeaways

#### Special offers and deals are key

Make sure to provide compelling deals and special promotions to keep your Canadian clients loyal and attract new clients to your business.

#### Communication and understanding clients' needs are important for retention

Building strong client relationships relies on recognizing their needs. Familiarize yourself with how your clients prefer to stay connected and provide regular updates throughout the planning process. Share with clients how they can best reach you and respond in a timely manner.

#### Leverage Expedia TAAP

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

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