

Decoding the travel advisor client



Key insights: Germany

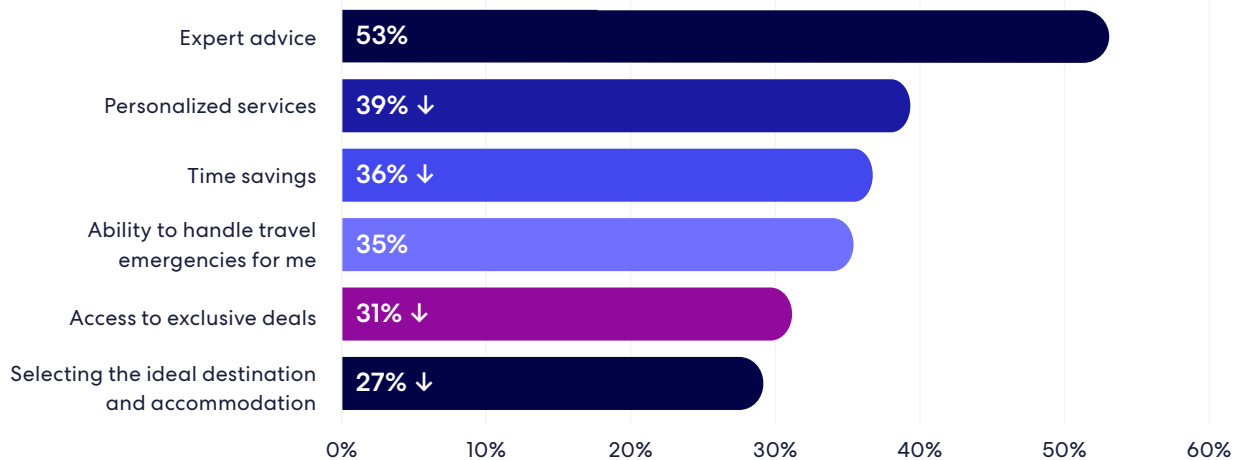
A regional snapshot of our global survey with Wakefield research, featuring insights from German travelers who booked with a travel agent in the past 18 months.

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 German respondents use travel advisors.



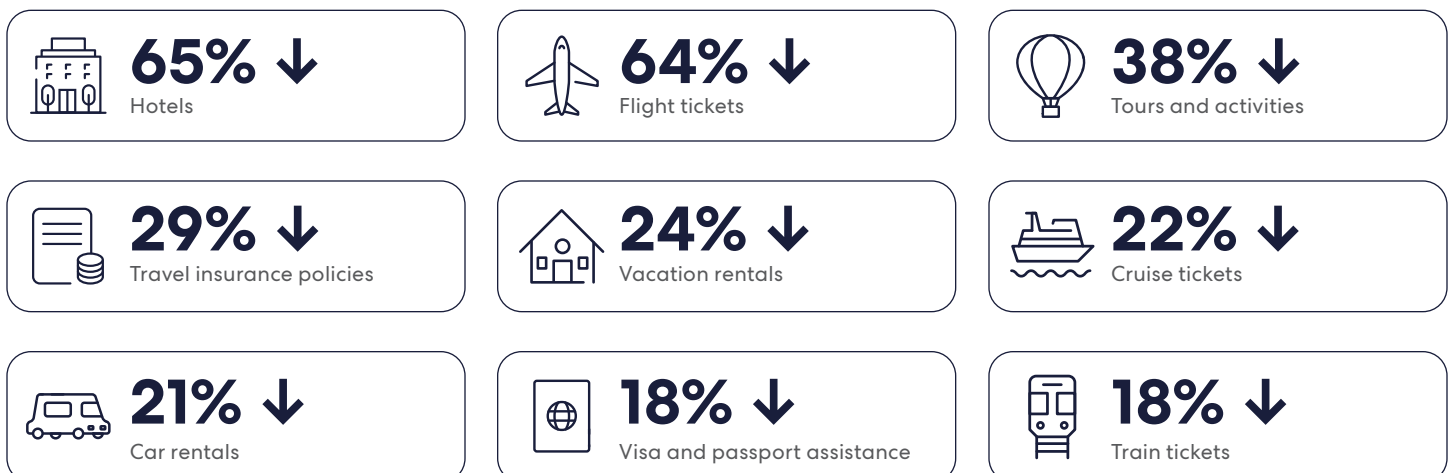
Top influences when selecting a travel advisor

Price and accessibility are more important for German respondents than the average global traveler.

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

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

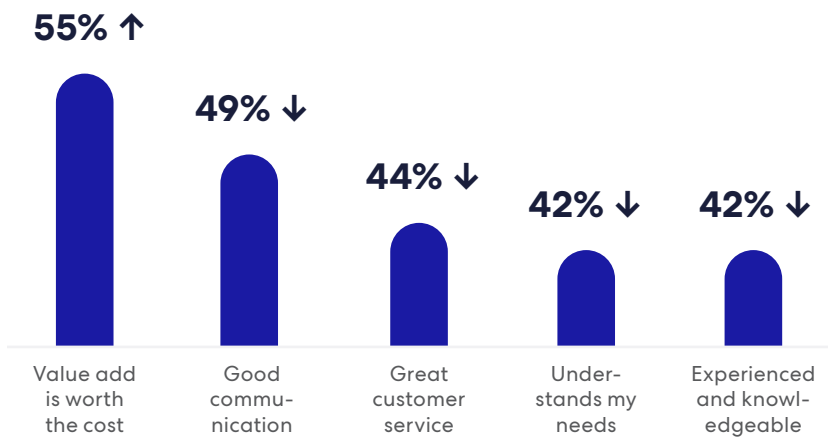
Hotel and flight bookings are the main services German respondents choose to book with travel advisors.





Top reasons for staying loyal to one travel advisor

The value provided by a travel advisor being worth the cost is the most important factor for German respondents.



55%

of German respondents stayed with an advisor because the value was worth the cost

→ versus 31% on average

Top takeaways

Value is everything

German travelers are more likely to stay loyal to your business if the perceived value of your services outweighs the cost. To maintain their loyalty, it's important to consistently deliver personalized, high-quality experiences with clear benefits, such as exclusive deals, expert recommendations, hassle-free planning, and exceptional customer service.

Be accessible and responsive

German travelers value travel advisors that are accessible and responsive to their needs. Pay special attention to your clients' preferred modes of communication, share with clients how they can best reach you, and make sure you respond to their inquiries promptly to enhance customer loyalty and satisfaction.

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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