

Decoding the travel advisor client



Key insights: India

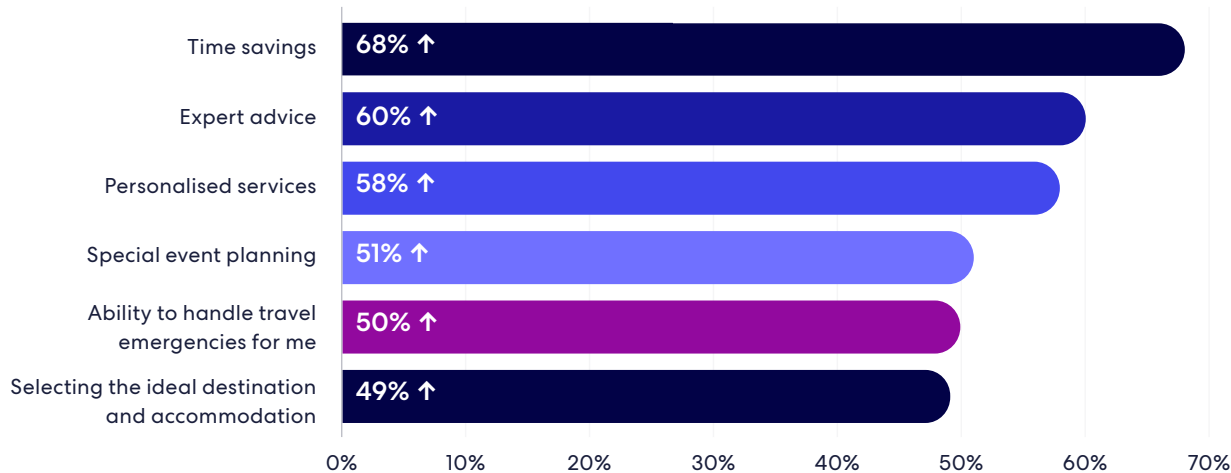
A regional snapshot of our global survey with Wakefield research, featuring insights from Indian travellers who booked with a travel agent in the past 18 months.

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

Time savings and expert advice stand out for Indian travellers as the main reasons to use advisors.



Top influences when selecting a travel advisor

Reviews and recommendations are far more important for Indian respondents when it comes to choosing their advisors than the average traveller globally.

- 01 Reviews or recommendations of the agency ↑
- 02 Expertise/specialisation
- 03 Flexible payment options ↑
- 04 Ability to help with itinerary changes when needed ↑
- 05 Agency/advisor's online presence ↑



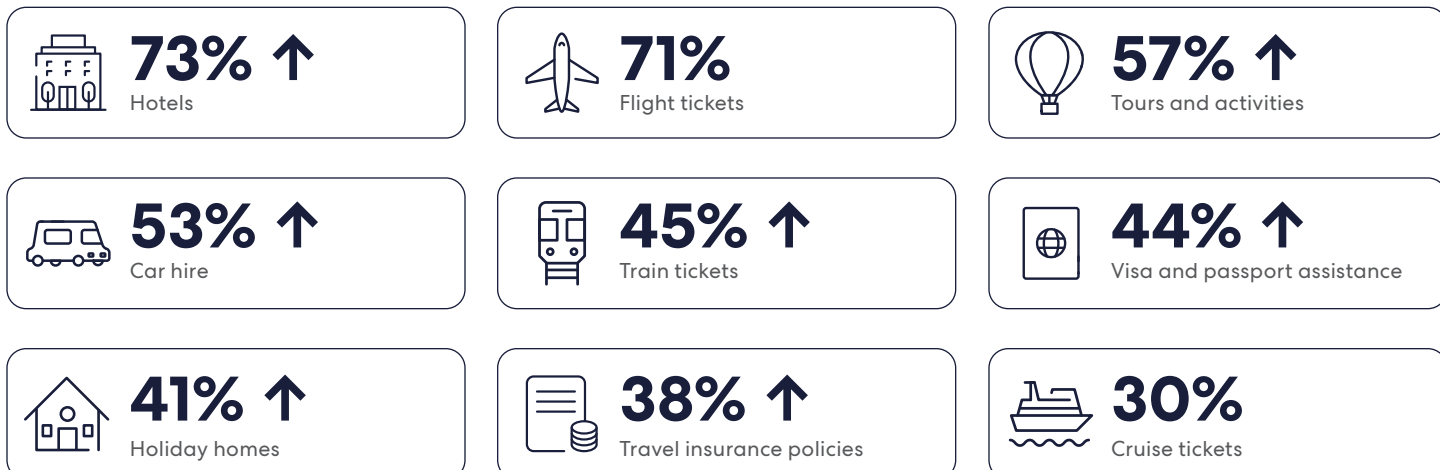
51%

Of Indian travellers prefer to use a travel advisor for special events

→ versus 25% on average

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

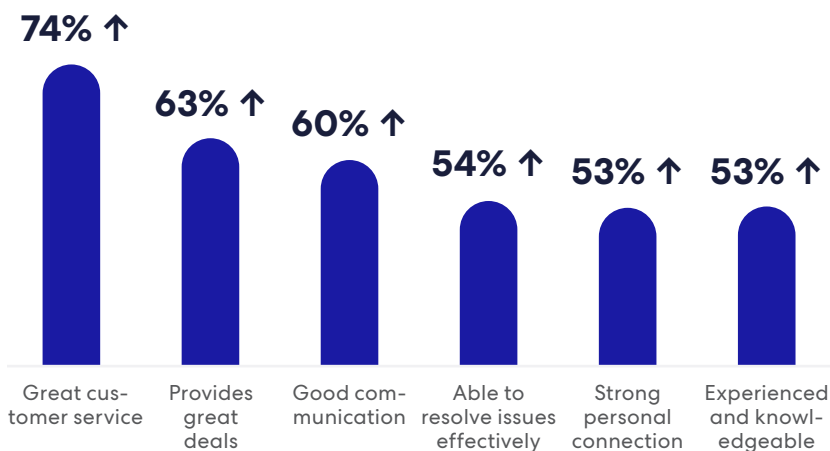
Indian travellers are more likely to use a travel advisor to book the majority of their trip elements than the average traveller globally.





Top reasons for staying loyal to one travel advisor

Customer service and providing deals are the main reasons Indian travellers stay with their advisors.



84%

of Indian respondents have changed their travel advisor in the past 5 years

→ versus 62% on average

Top takeaways

Indian travellers expect full service

From booking flights to securing visas, manage every detail with care during trip planning so that your clients can enjoy a personalised and stress-free travel experience—giving them the confidence to book again.

Expertise in special event planning is important

Appeal to Indian travellers seeking out these services by highlighting your expertise in special event planning on your website and social channels. Encourage clients to write reviews to build trust in your abilities.

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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