

# Decoding the travel advisor client

## Key insights: Italy

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

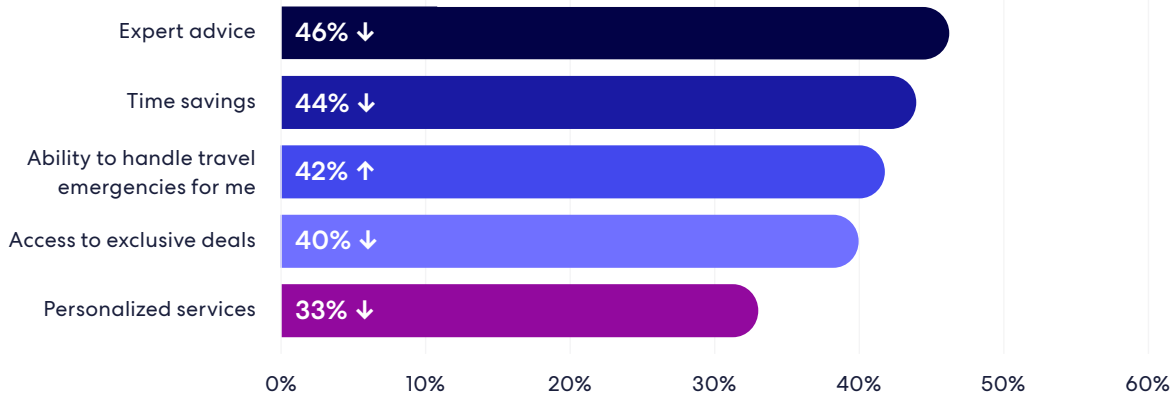


Note: ↑↓ Arrows indicate when data points are 3 percentage points above or below the global average.

### Top reasons to use a travel advisor

Multi-select question

The ability to handle travel emergencies is more important for Italian travelers than the average traveler globally.



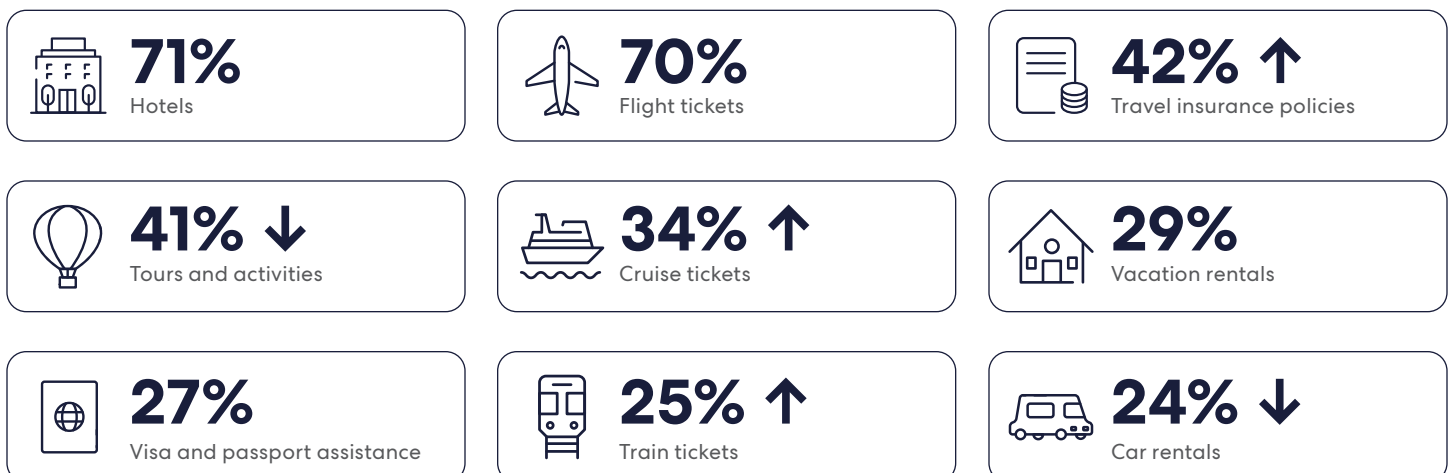
### Top influences when selecting a travel advisor

Access to expertise and special offers are the most attractive factors for Italian respondents.

- 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?

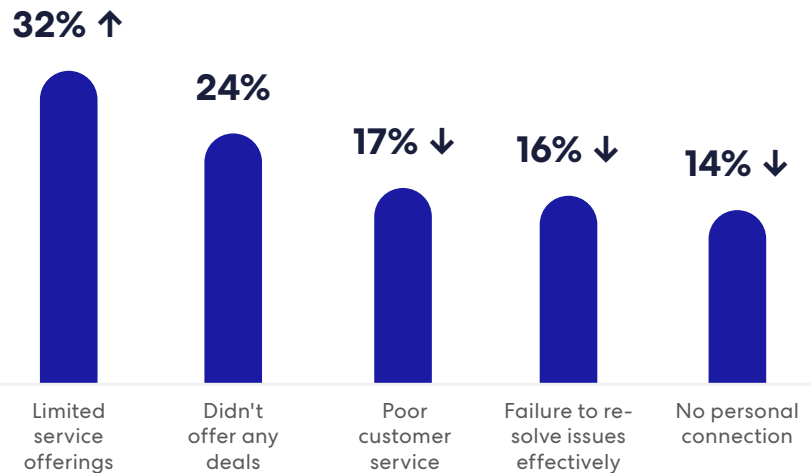
Italian travelers are more likely to want help with travel insurance policies and cruise and train tickets than the average traveler globally.





## Top reasons for changing travel advisors

Limited service offerings are the main reason Italians switch advisors.



# 59%

of Italian travelers have only used one travel agency in the past 2 years

→ versus 44% on average

## Top takeaways

### Expertise and offers entice Italian travelers

Advisor expertise is a main factor when Italian travelers select an advisor, along with special offers and incentives, so it's important to showcase your years of experience, areas of specialization, and your track record of delivering successful trips for less.

### Italian customers value help in emergencies

Italian travelers want their travel advisors to have the ability to help them in case anything goes wrong. Let them know how they can reach you in emergencies, so you can give them peace of mind.

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