

Decoding the travel advisor client



Key insights: Mexico

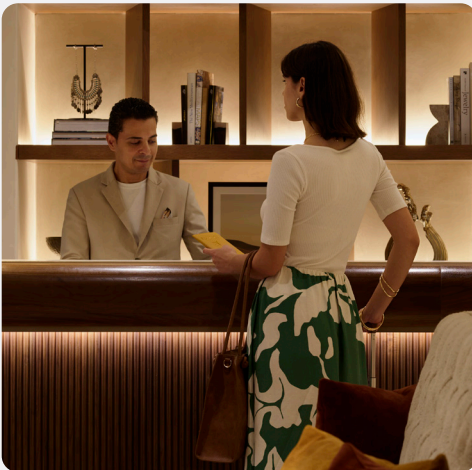
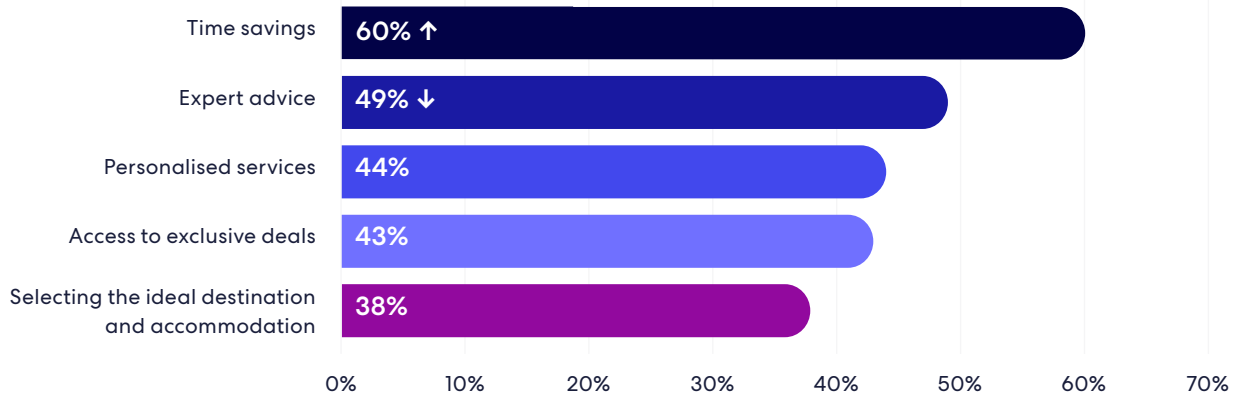
A regional snapshot of our global survey with Wakefield research, featuring insights from Mexican travellers who booked with a travel agent in the past 18 months.

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 are most important for Mexican travellers who book with travel advisors.



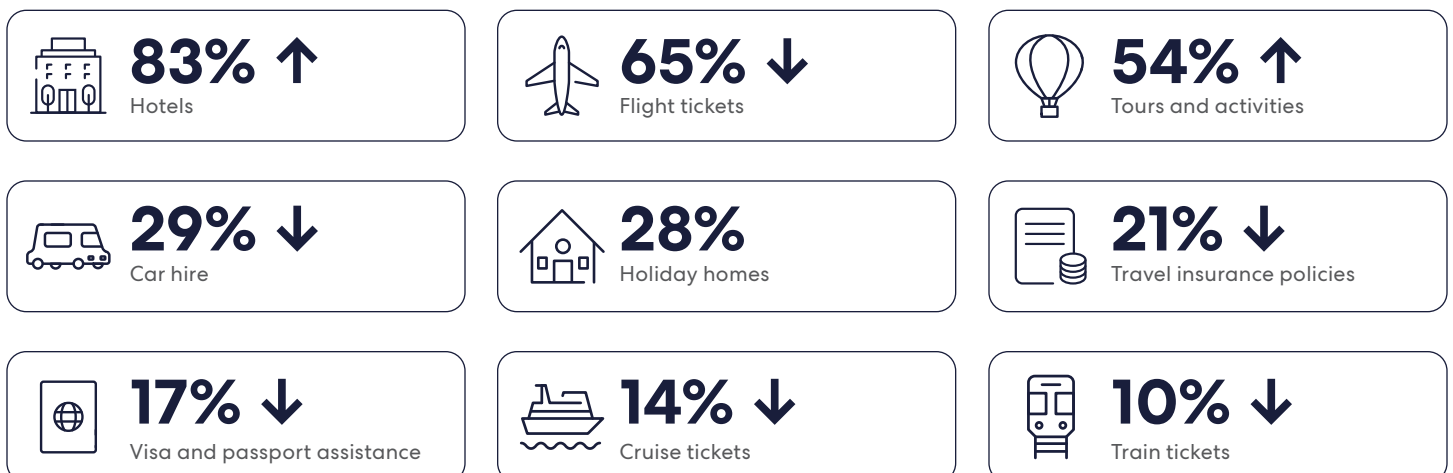
Top influences when selecting a travel advisor

Price and flexible payment options are major decision-making factors for Mexican respondents.

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

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

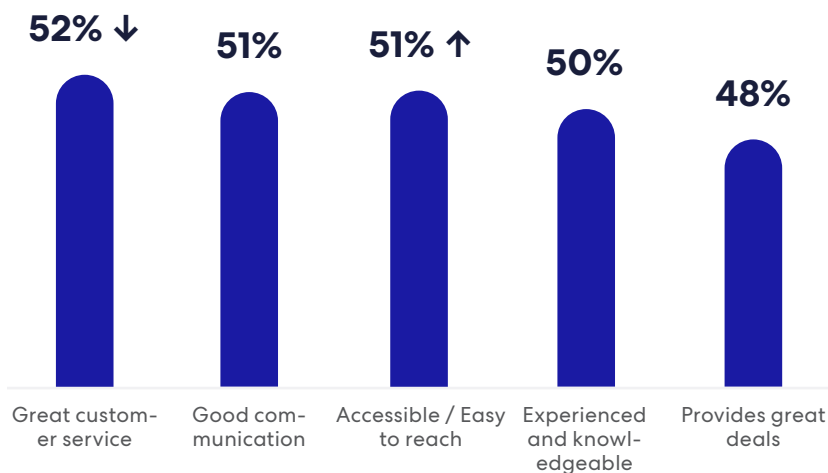
Mexican travellers are more likely to want help with hotels and tours or activities than the average traveller globally.





Top reasons for staying loyal to one travel advisor

Being easy to reach is more important for Mexican travellers than the average traveller globally.



26%

Of Mexican respondents found their most recent travel agency through social media

→ versus 14% on average

Top takeaways

Price is paramount

Mexican travellers are more likely to stay loyal to your business if the perceived value of your services outweighs the cost. Being able to offer more services, such as booking personalised tours and offering flexible payments, can inspire clients to choose you.

Stay accessible and responsive

Being available and easy to reach can help build loyalty with Mexican travellers. Ensure that you understand your travellers' communication preferences and keep them up-to-date through 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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