

Decoding the travel advisor client

Key insights: Spain

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

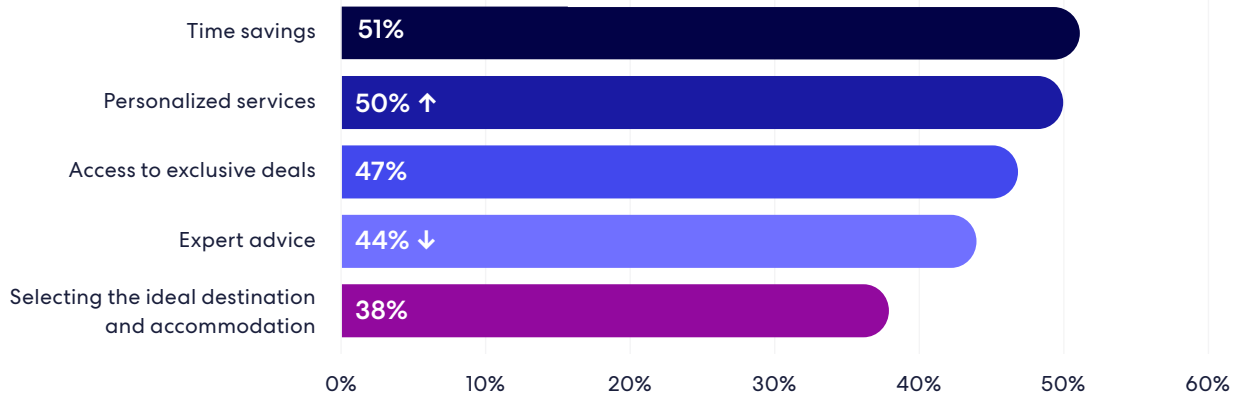


Note: ↑↓ Arrows indicate when data points are 3 percentage points above or below the global average.

Top reasons to use a travel advisor

Multi-select question

Personalized service is more important for Spanish respondents than the average traveler globally.



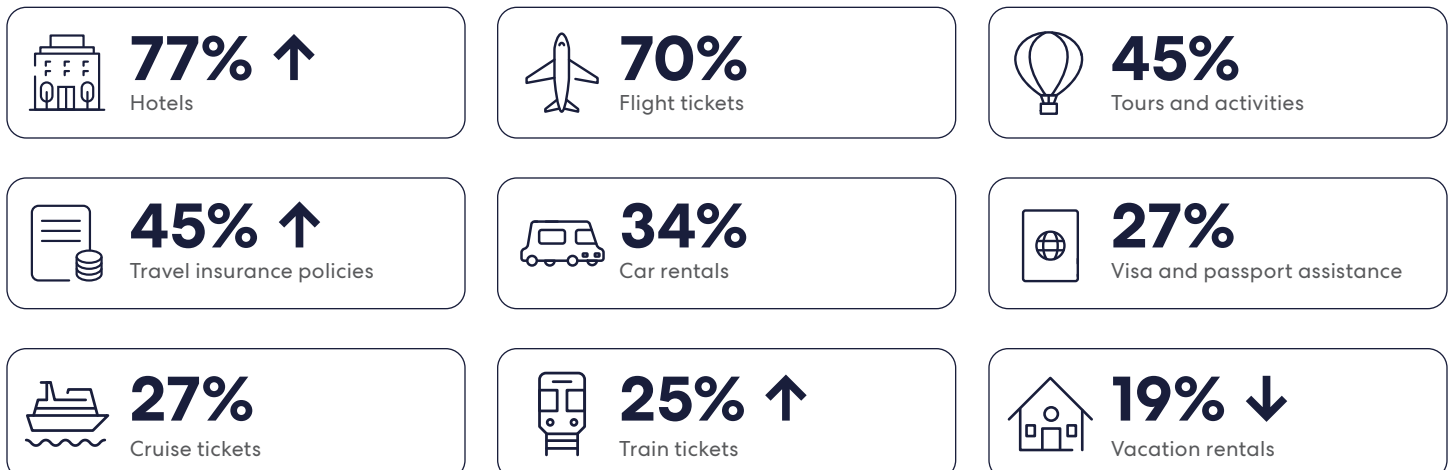
Top influences when selecting a travel advisor

Price is the most influential factor for Spanish respondents when choosing a travel advisor.

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

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

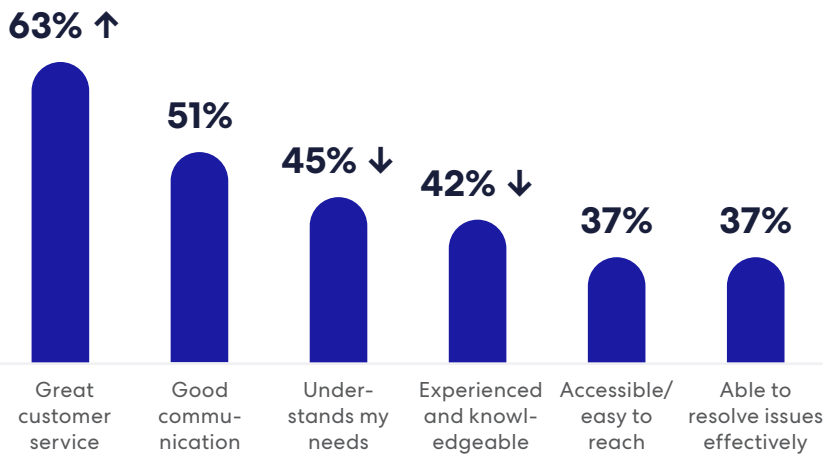
Spanish travelers are more likely to look for help with hotels, insurance, and train tickets than the average traveler globally.





Top reasons for staying loyal to one travel advisor

Customer service is key for Spanish travelers.



52%

of Spanish travelers typically book history and culture-focused travel through an agent

→ versus 39% on average

Top takeaways

Personalization and customer service is essential

Manage every detail during trip planning so that your clients can enjoy a personalized and stress-free travel experience, giving them the confidence to book with you again.

Prioritize support for insurance and train travel

Appeal to Spanish travelers seeking these services by highlighting your expertise in these areas on your website and social channels.

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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