

# Decoding the travel advisor client

## Key insights: United Kingdom

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

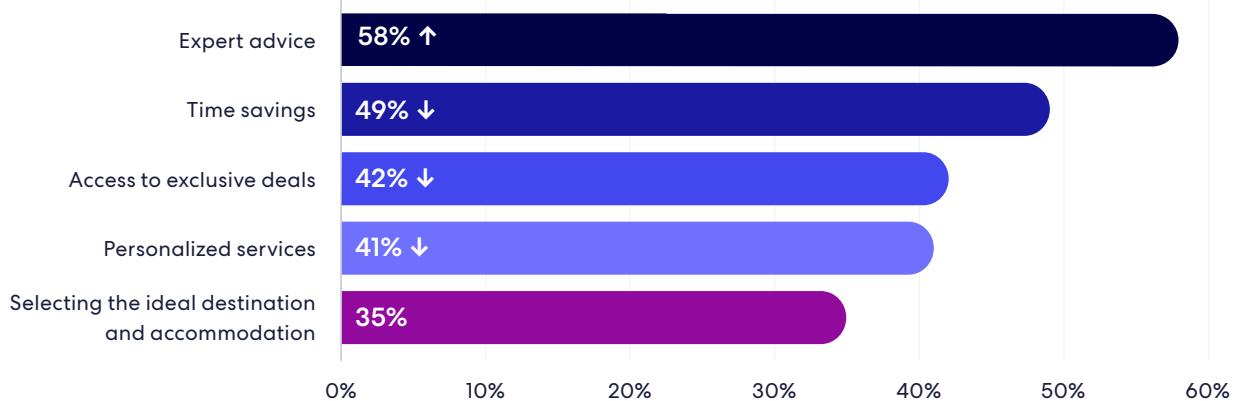


Note: ↑↓ Arrows indicate when data points are 3 percentage points above or below the global average.

### Top reasons to use a travel advisor

Multi-select question

Expert advice is the main reason UK respondents use a travel advisor.



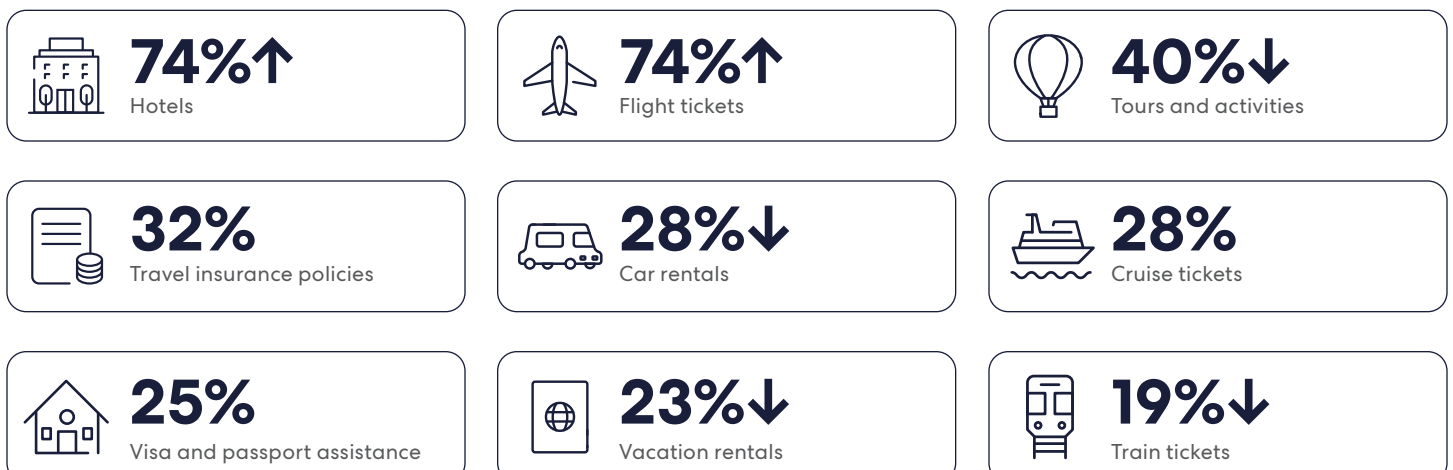
### Top influences when selecting a travel advisor

Price and expertise are most important for UK travelers when choosing a travel advisor.

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

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

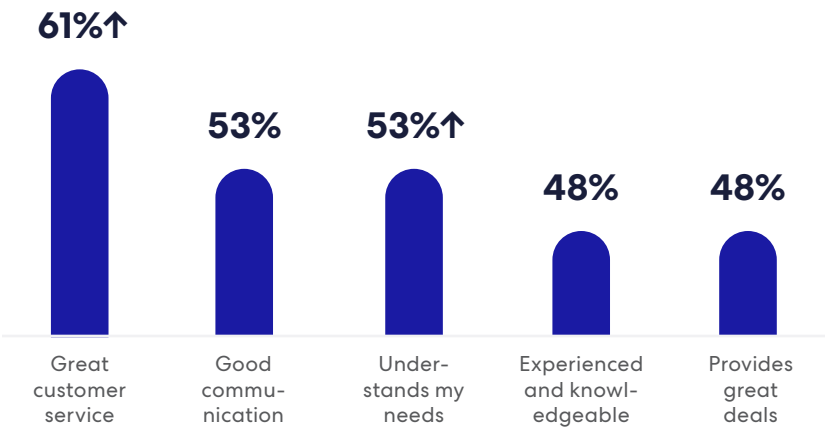
Hotel and flight tickets are a priority for UK respondents.





**Top reasons for staying loyal to one travel advisor**

Understanding needs, good communication, and customer service drives retention for UK respondents.




**41%**  
of UK travelers typically book luxury-focused travel through an advisor  
→ versus 30% on average

**Top takeaways**

**Customer service is key**

Maintain consistent communication and deliver services promptly to keep your current clients happy and attract new clients to your business. Ensure you understand your travelers' communication preferences and share with them how to best reach you.

**Prioritize assisting with hotel and flights**

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

**Leverage Expedia TAAP**

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