

Decoding the travel advisor client

Key insights: United States

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

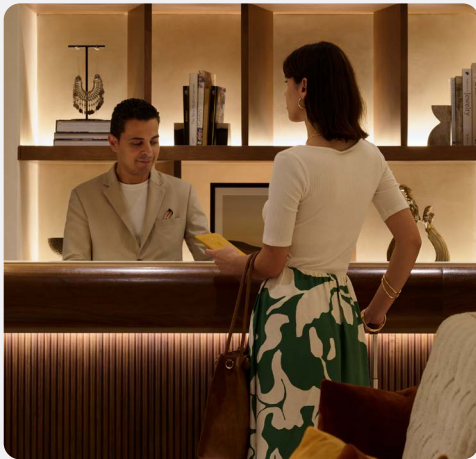
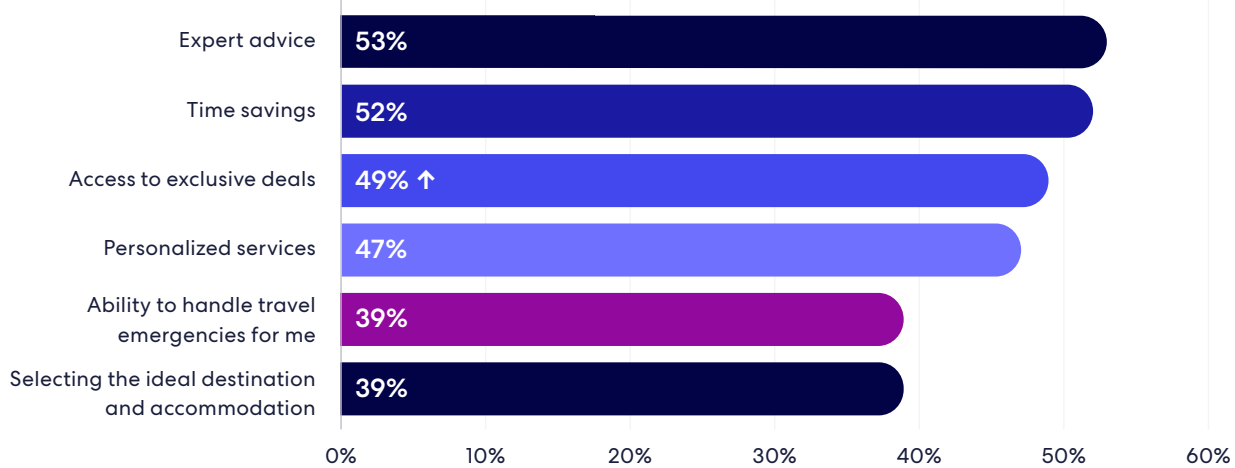
Note: ↑↓ Arrows indicate when data points are 3 percentage points above or below the global average.



Top reasons to use a travel advisor

Multi-select question

U.S. travelers are more likely to use travel advisors for access to exclusive deals than the average traveler globally.



Top influences when selecting a travel advisor

Flexible payment options and communication are more important factors for U.S. travelers when choosing their advisors than the average global traveler.

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

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

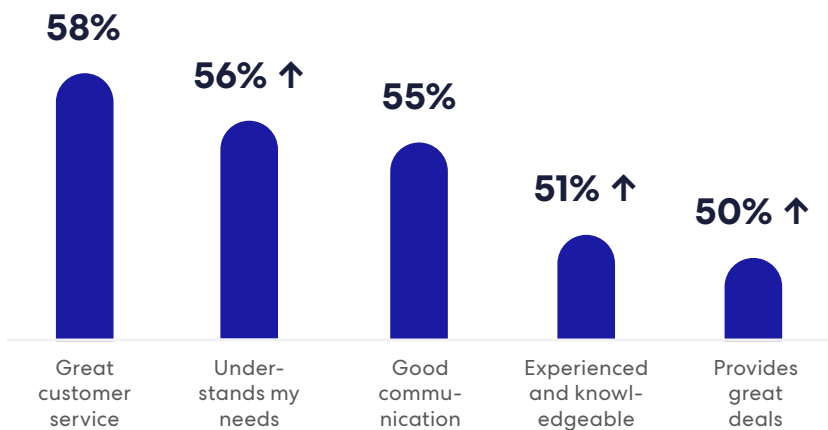
U.S. travelers are more likely to book tours/activities, car rentals, and cruises through advisors than the average traveler globally.





Top reasons for staying loyal to one travel advisor

Understanding needs and customer service are key for U.S. travelers.



94%

of U.S. travelers believe travel advisors have the best access to deals, offers, and promotions.

→ versus 91% on average

Top takeaways

Support beyond hotel and air

U.S. travelers are more likely to want help with cruise, car, activity, and vacation rental bookings. Ensure you are set up for success by having access to this supply.

Help with deals and trip changes

Showcase exclusive deals to your travelers and be available to help with last-minute changes when needed. Setting up a process for last-minute changes to help build loyalty with travelers.

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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