



“I need results.”

# “What Do Travel Agents Say They Need Most Now?”

*Amadeus Travel Agent Survey Results*

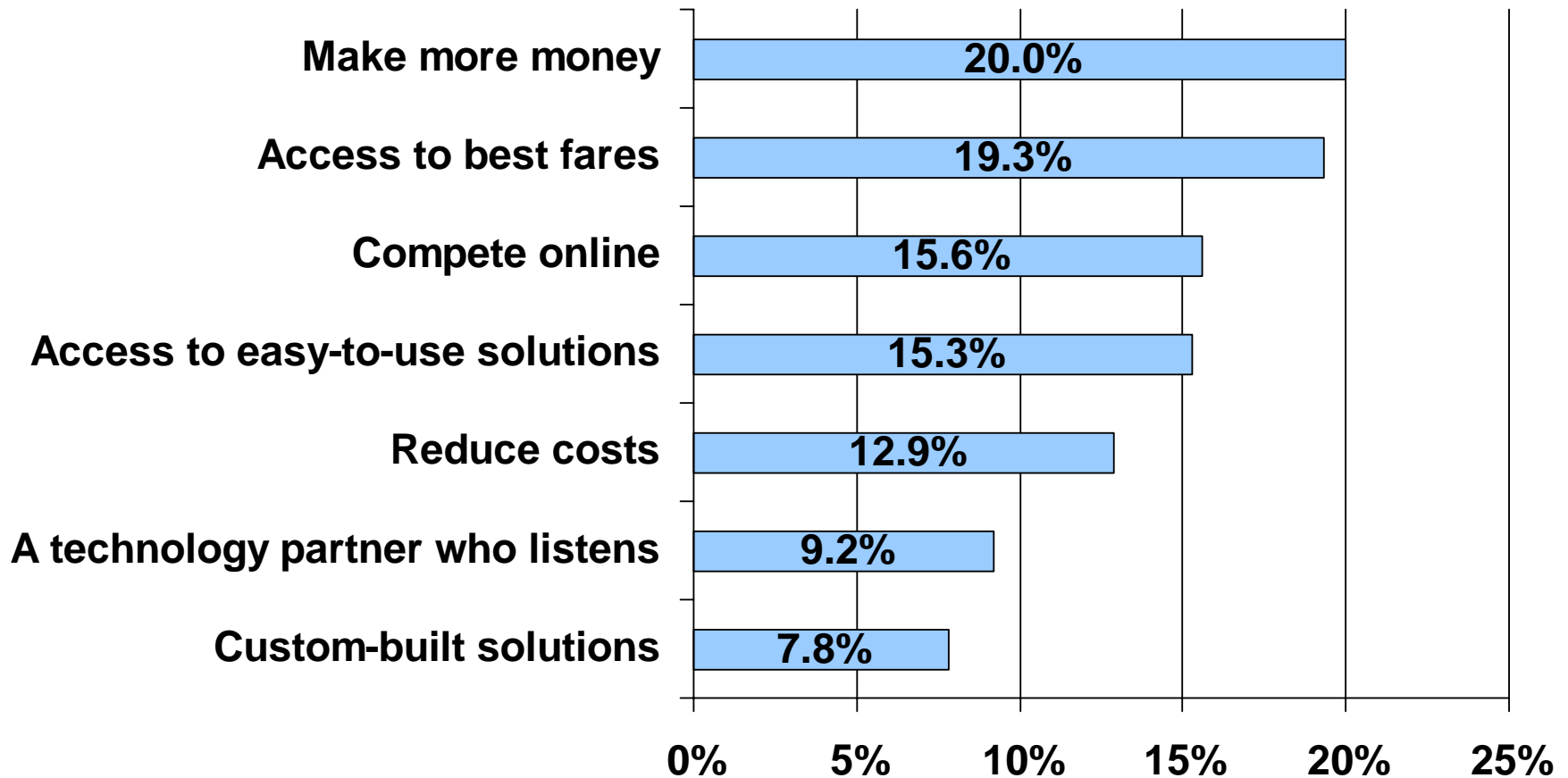
March 2009

**amADEUS**<sup>®</sup>  
Your technology partner

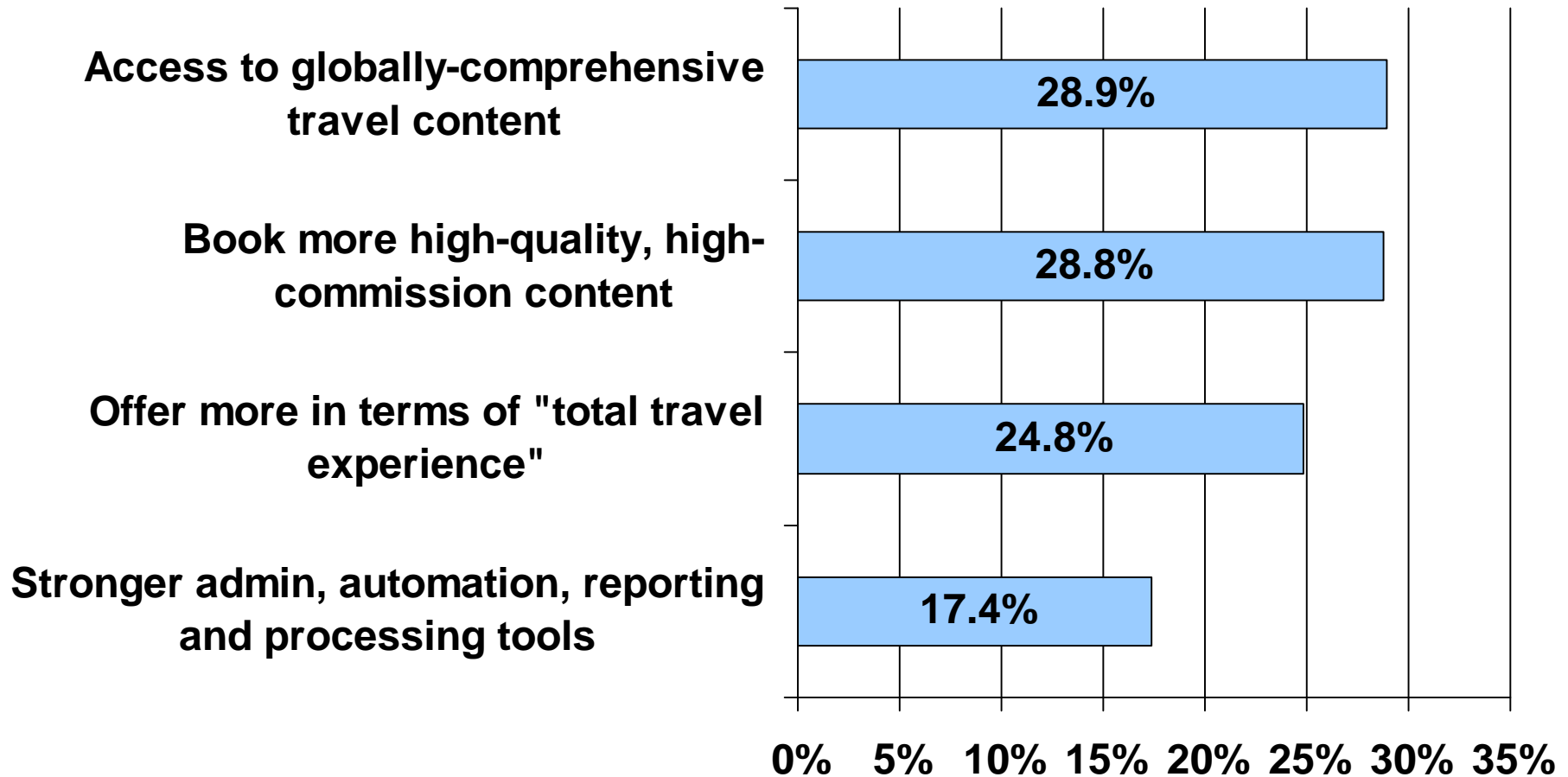
## **We asked. They told us. We're listening.**

- ▶ **Amadeus invited travel agents to participate in a survey to tell us what they need most right now for their business and their customers.**
- ▶ **The survey was fielded February 27 - March 9, 2009.**
- ▶ **Nearly 700 travel agents from across the travel industry responded.**
- ▶ **Survey says ...**

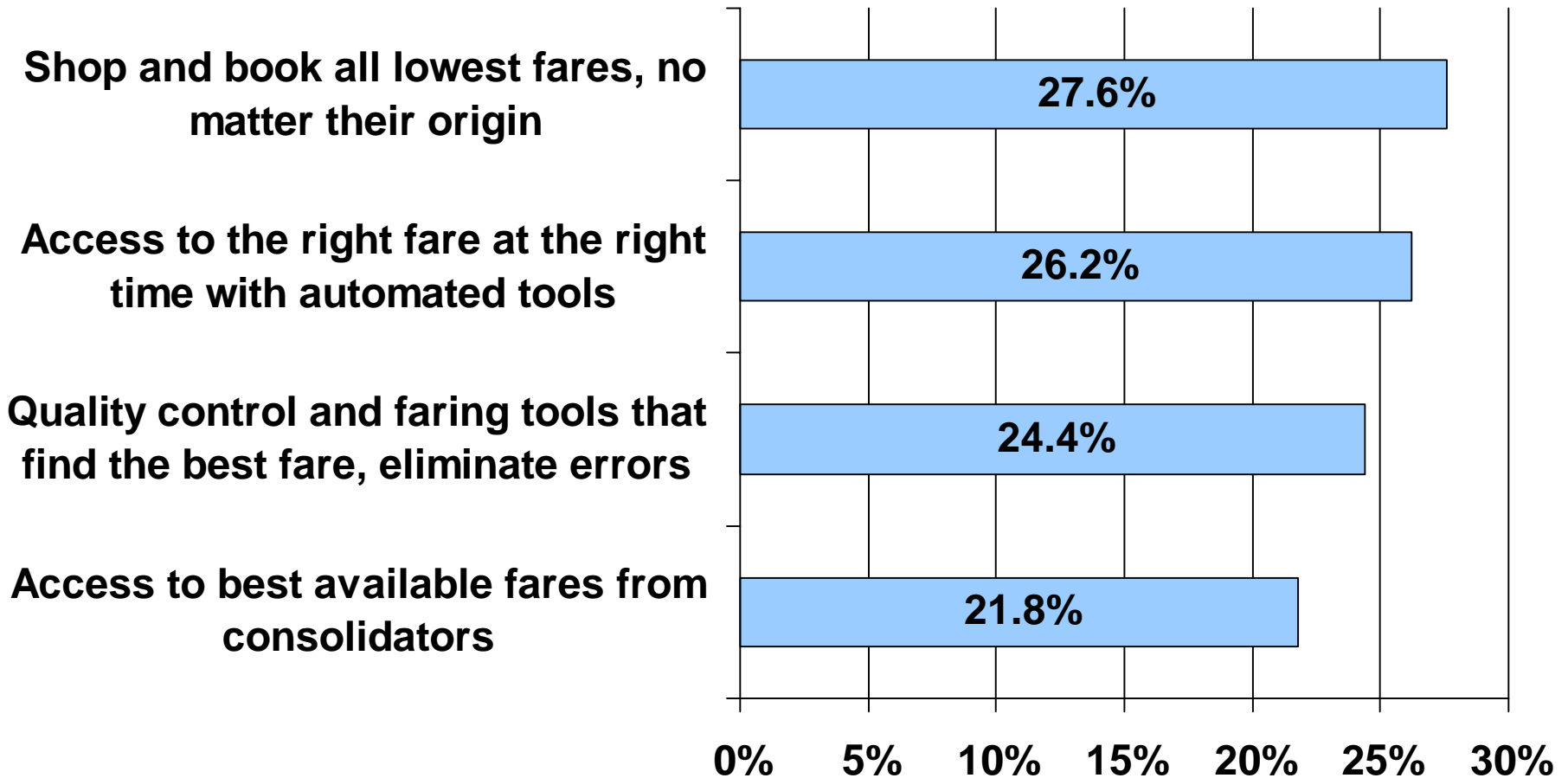
# What do travel agents need the most now— for their business and their customers?



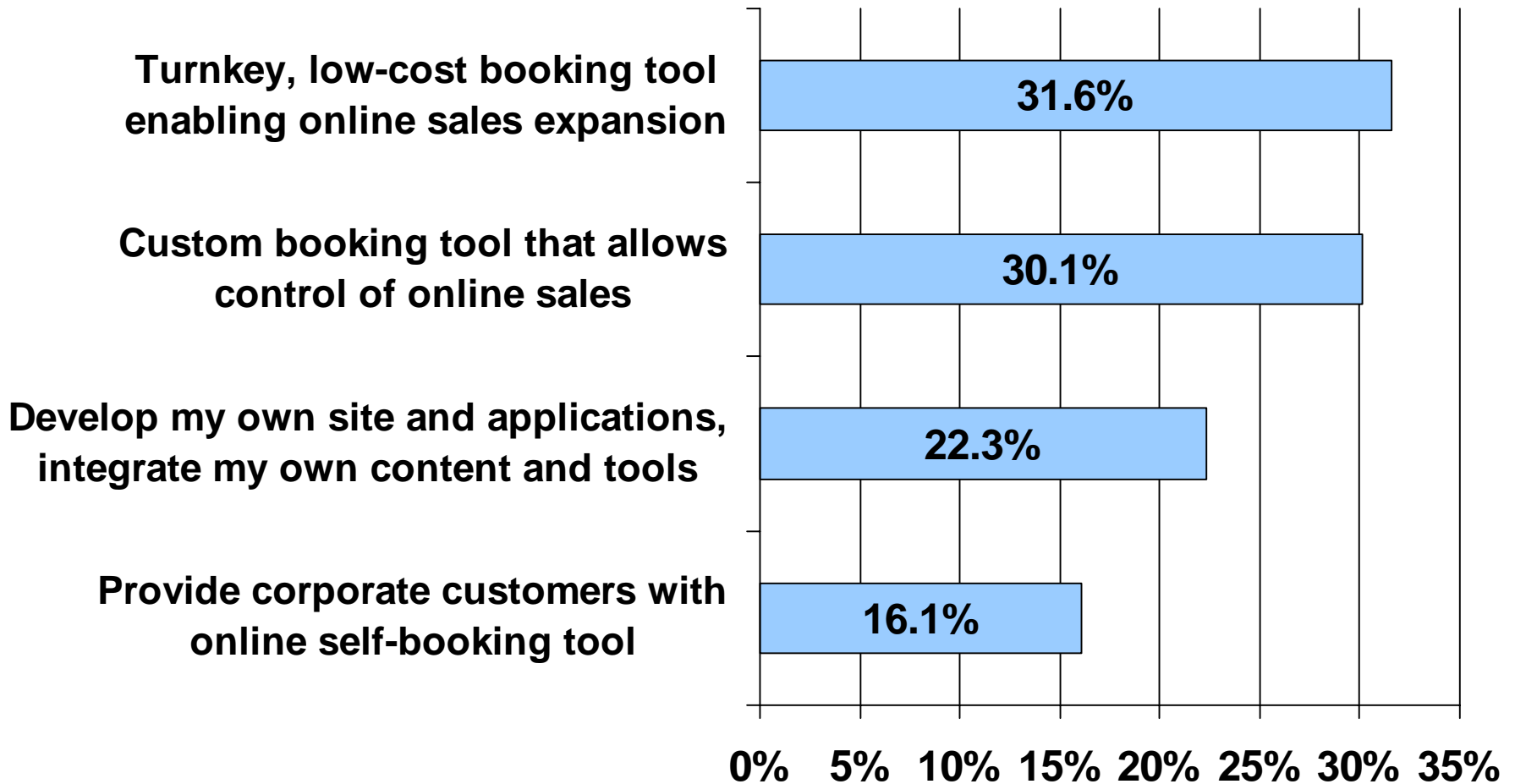
# What do travel agents need most to make more money?



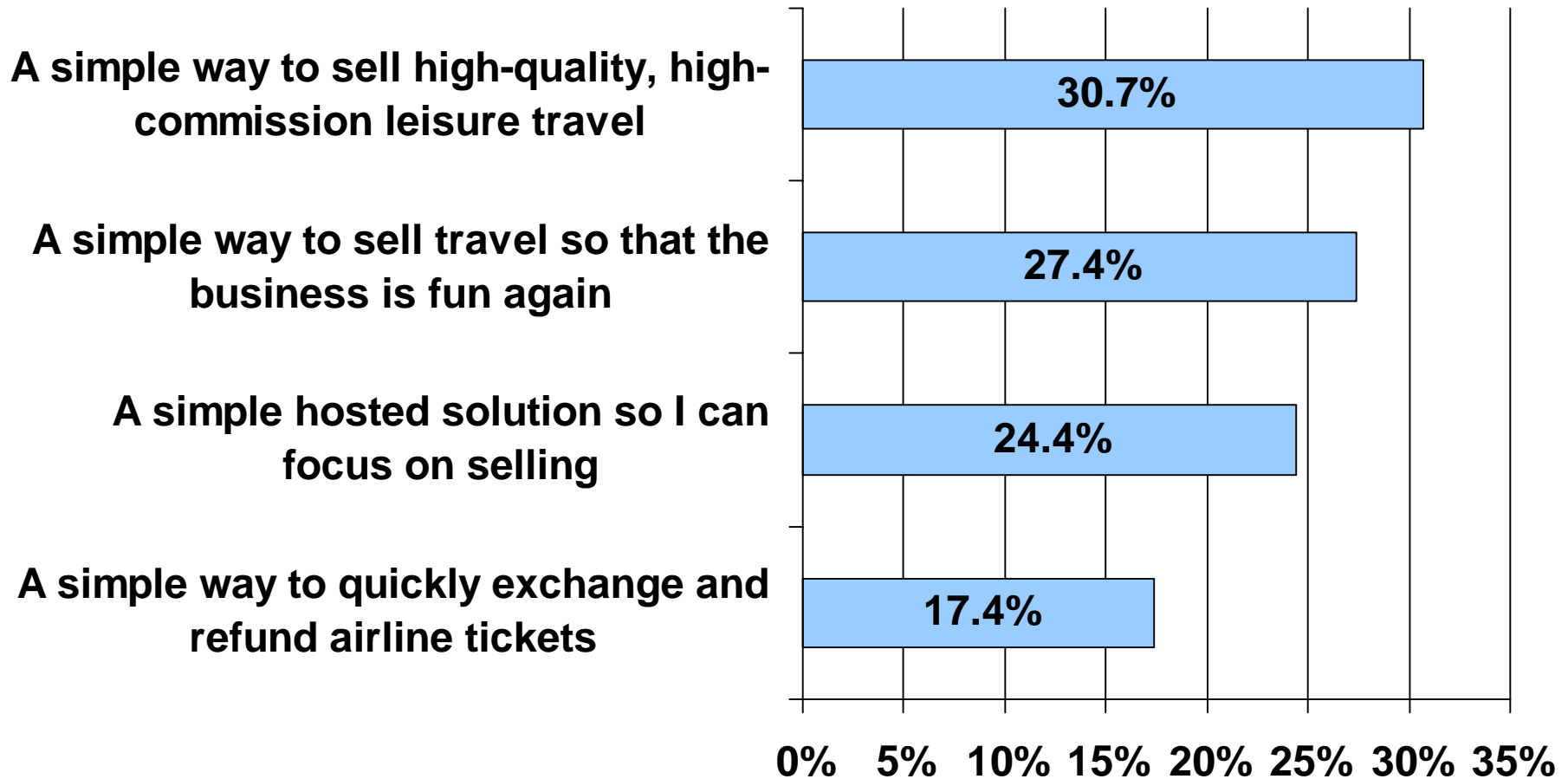
## What do travel agents need most for accessing and booking the best fares?



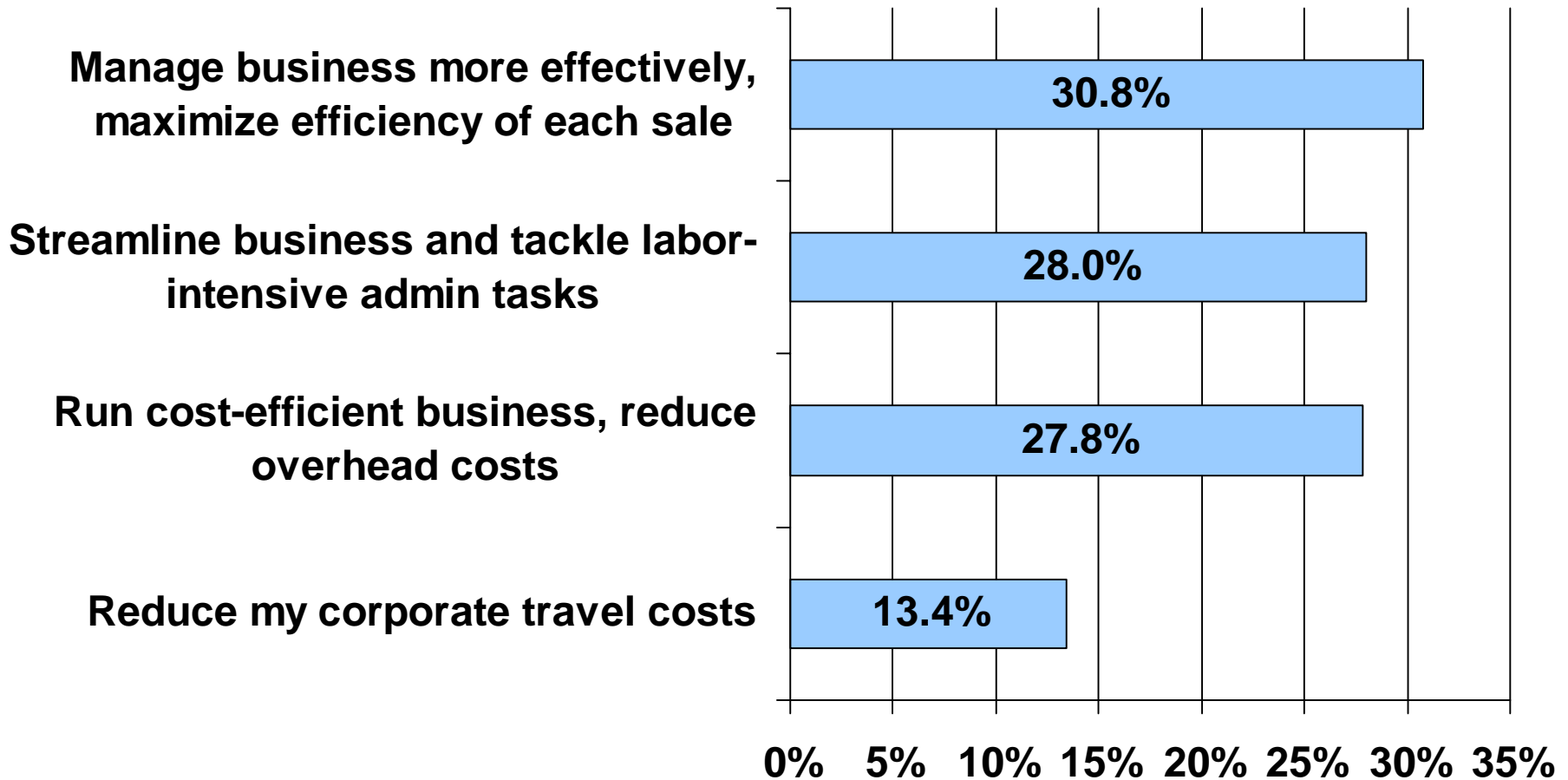
# What do travel agents need most to compete online?



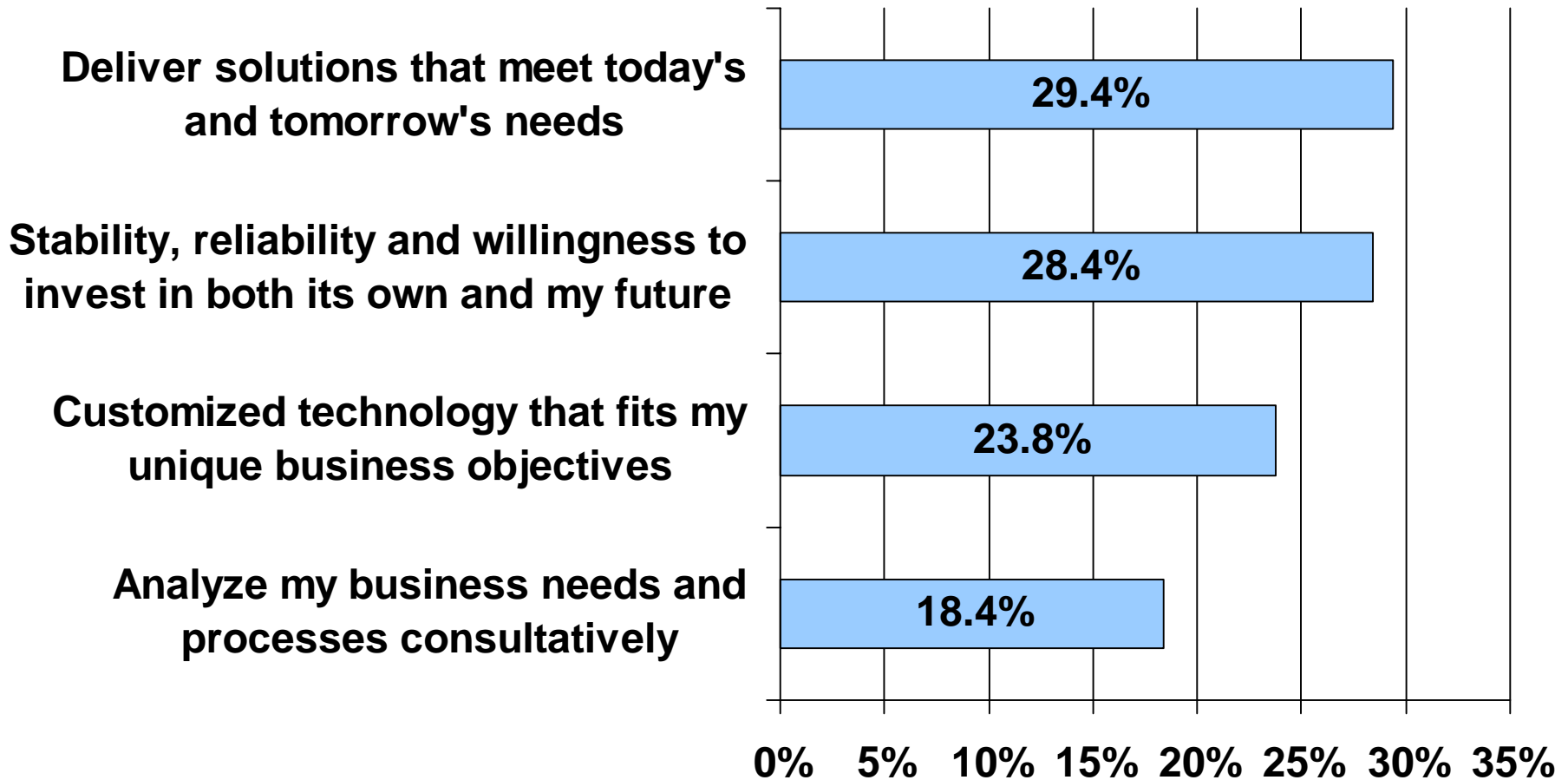
## What do travel agents need most when it comes to access to easy-to-use solutions?



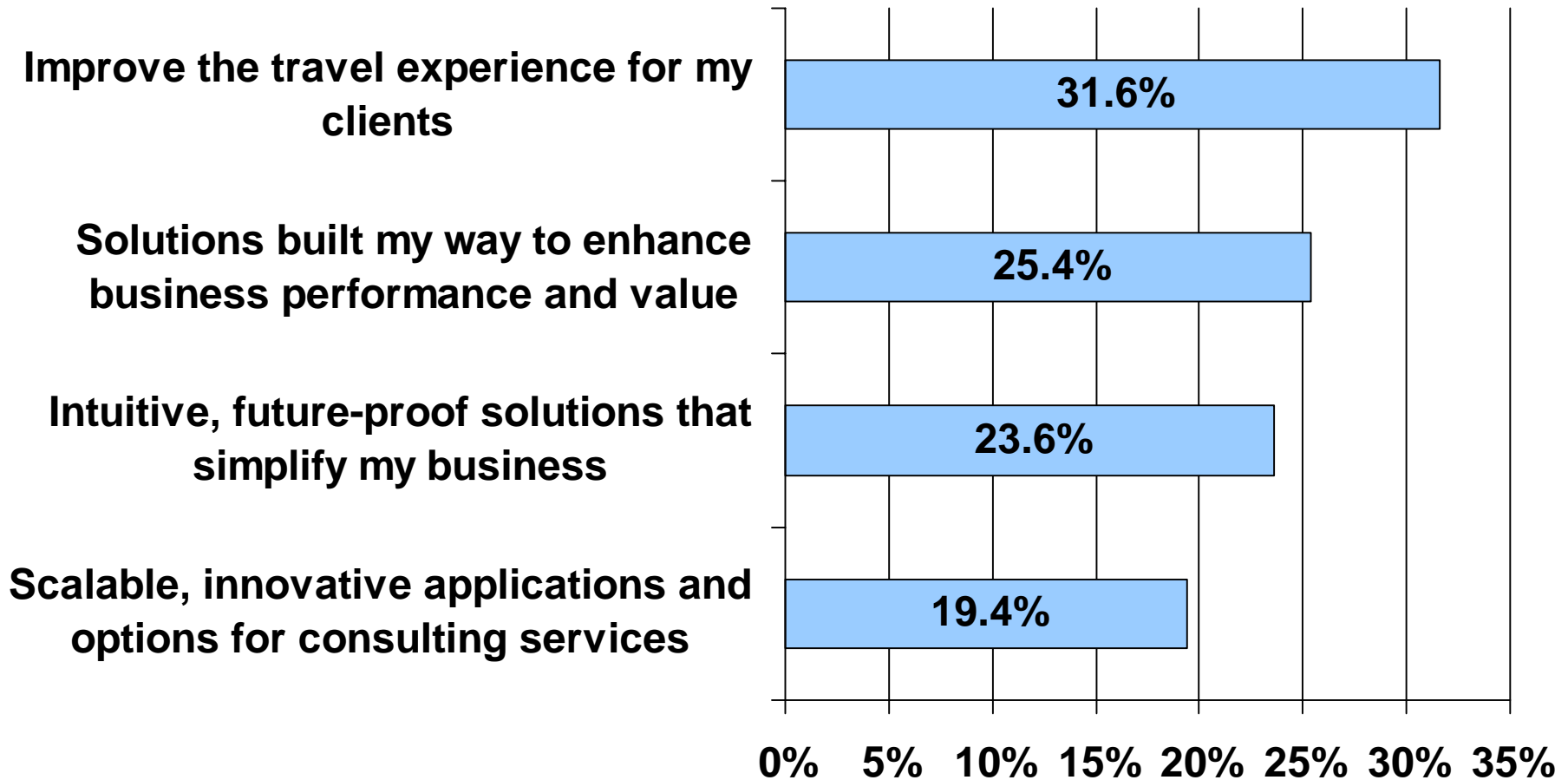
# What do travel agents need most to reduce costs?



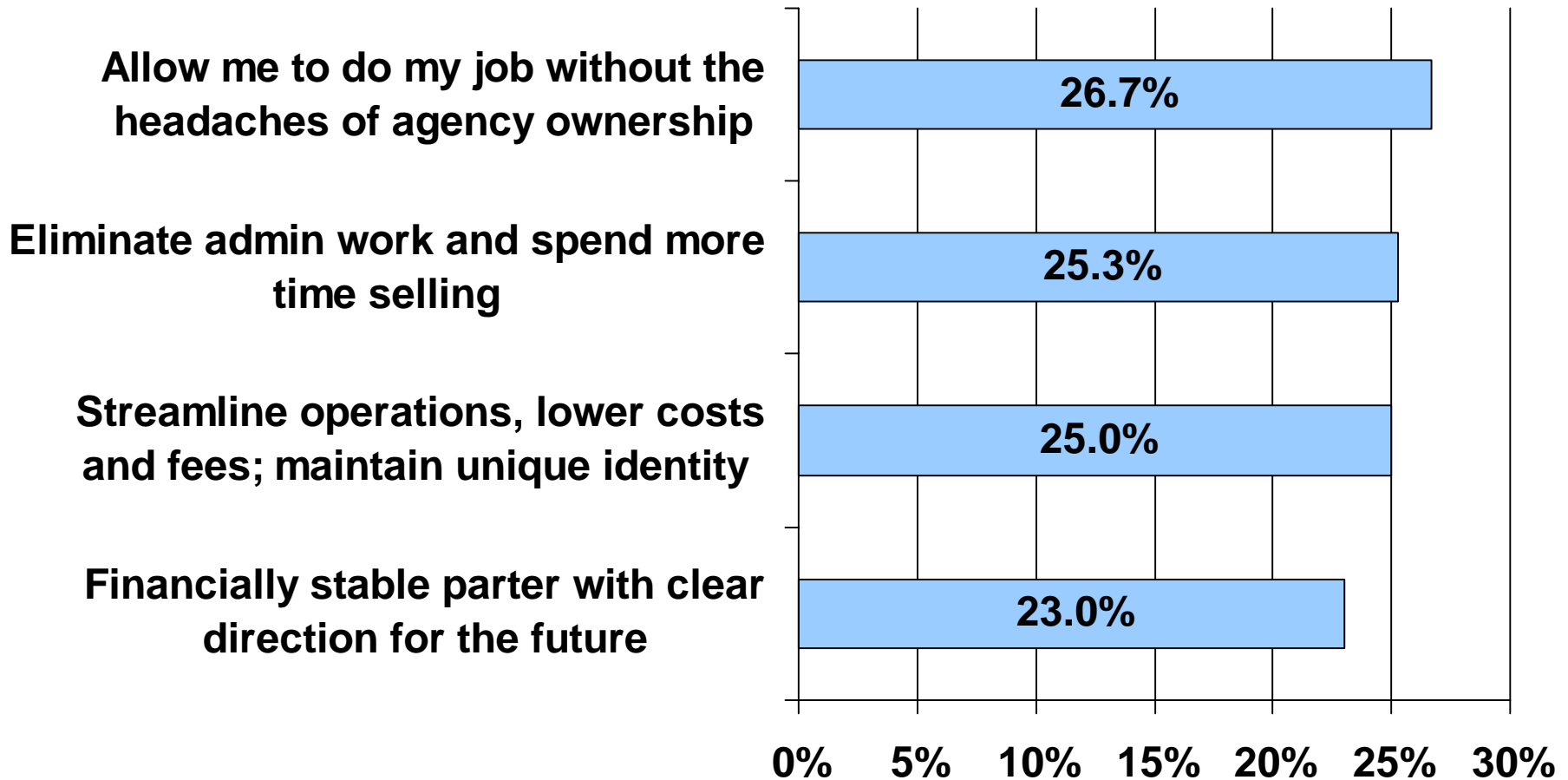
# What do travel agents need most from a technology partner?



## What do travel agents need most when it comes to custom-built solutions?



## What do travel agents need most when it comes to a host agency?



## More from travel agents on what else they need most

- ▶ **“The best short cuts possible to get the lowest air fares, hotels and cars”**
- ▶ **“Qualified sales leads at low cost”**
- ▶ **“More outlets that let me sell discounted tickets”**
- ▶ **“The ability to keep up on travel trends”**
- ▶ **“The ability to compare and sell all types of travel in one location”**
- ▶ **“The need for non-complex GDS system that does not involve complicated codes”**
- ▶ **“A client management tool to be able to help in marketing, collect travel information over the past two years for easy access, etc.”**
- ▶ **“Better help desk options”**
- ▶ **“I need affordable, easy-to-use technology”**
- ▶ **“Being able to find a quality way of eliminating ARC”**
- ▶ **“I need to obtain the lowest fares so that we can compete with Expedia and Travelocity”**
- ▶ **“Commissions paid in a timely fashion”**
- ▶ **“More clients ready, willing and able to book leisure travel”**
- ▶ **“I need technology partners who understand the travel business and can help out in a timely fashion with problems as they arise”**
- ▶ **“I need to be able to let my customers know that I can provide a secure fun adventure no matter where or when they book travel through me”**
- ▶ **“A comprehensive booking tool that allows price comparison across suppliers”**
- ▶ **“The economy to turn back around”**
- ▶ **“The ability to compete with large online agencies”**
- ▶ **“I need to be able to get more traffic and purchases on my Web site”**
- ▶ **“Easy online help”**
- ▶ **“Making more commission is necessary”**
- ▶ **“More customizable content”**

## So what does it all really mean?

- ▶ **Travel agents must find new and innovative ways to increase their earning power.**
- ▶ **Travel agents must stay competitive to bring their clients the best deals and best travel experience available.**
- ▶ **It is no longer good enough to simply focus on cutting costs.**
- ▶ **Travel agents must have access to user-friendly tools and technology so they can be efficient and productive.**
- ▶ **Travel agents want to be able to focus on doing what they do best.**

# Survey demographics

- ▶ **Respondents who described themselves as a:**
  - ▶ Home-based agent (31.9%), travel agent (25.9%), travel agency owner (24.9%), travel agent manager (9.5%), independent consultant (7.8%)
- ▶ **Respondents who said their focus is:**
  - ▶ Primarily leisure/destination (68.2%), primarily cruise travel (11.9%), primarily business/corporate (10.6%), other (9.2%)
- ▶ **Respondents who said they work in:**
  - ▶ The US (91.1%), Canada (3.6%) or other (5.3%)

# At Amadeus, we're listening.

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