

Destination X: Where to Next?

Travel Agents Can Seize the Moment

What is the role of the travel agent now as the world looks ahead to recovery from COVID-19? Amadeus asked over 8,500 leisure travelers from around the world to tell us how and where travel agents can best assist as travel resumes. Our findings reveal some expect more recommendations and support from agents at some stage of their journey. Yet, there are others who say they are still undecided when and how they expect travel agents to engage with them.

1

TRAVELERS PLACE A HIGHER PREMIUM ON SUPPORT



70% expect the same or more **problem solving and support**



66% of travelers say they desire the same or more advice from travel agents

2

TRAVELERS ARE LOOKING FOR GREATER ASSISTANCE FOR INTERNATIONAL TRAVEL

Travel agents can play a bigger role helping travelers resume international travel:



50% of travelers believe they require some level of assistance for **international trips**

3

TIMING IS EVERYTHING. KNOW YOUR TRAVELERS PREFERENCES FOR ENGAGEMENT

Travelers show a wide split of frequency preferences for travel agent engagement:

80%

of travelers expect for a travel agent to engage with them **at least once** either prior to or during their trips

39%

of travelers expect a travel agent to engage and help them prior to booking and **throughout all phases of their trip**

20%

of travelers **do not expect anything** from a travel agent

15%

of travelers prefer for an agent to engage them **only when requested**