::: a Host Agency Reviews infographic :::

The High Price of Booking Travel Online

Learn how travel agents can save you almost 23 hours of planning and over $450 on your vacation.

Most Popular OTAs in the U.S.

1. tripadvisor
2. B.
3. Expedia
4. KAYAK
5. priceline.com
6. ORBITZ

HAR's criteria for choosing which Online Travel Agencies (OTAs) to rank were to include those that offered the ability to book air, lodging and travel packages.

OTAs were ranked according to visits across all device usage (PC and mobile) within the U.S.

Source: similarweb.com

Trip Planning: Is Time on Your Side?

- In the US alone, travelers spent **8.7 billion minutes** on travel sites.
- In the 45 days prior to booking a trip, Americans made **140 visits to travel sites.**
- Across their entire travel-planning process, American's spend **33% of their time on OTA sites** (the majority of their time).

Americans visit

140 travel websites

before booking a vacation.

Source: Expedia's 2017 "The American Traveler's Path to Purchase"

6 Ways Travel Agents Save Over OTAs

1 EXPERTISE:

54% of people have no destination in mind when they start planning a trip. Agents have deep & reliable industry knowledge that will ensure travelers get the most value for their available budget.

Source: Skift.com

2 PAY IN INSTALLMENTS:

Unlike OTAs, with a travel agent, you can **make a low down-payment,** get early-bird perks, and keep money in the bank. $5,000 in the bank with 3% interest yields $150 end of year.

3

24-HR PRICE LOCK:

OTAs prices fluctuate by the minute and might change before you reach checkout, let alone check in with your group. Travel agents can put a hold on a price for 24 hrs. to guarantee your price.

4

NO HIDDEN FEES:

OTAs prices often do not include taxes and fees until check-out. Travel agents provide transparent price quotes for their service fees (if applicable) and full travel costs before a final payment is made.

5

PRODUCT ACCESS:

OTAs no longer have access to the vendor discounts they used to (or even to some major airlines). Agents have robust vendor relationship w/ occasional access to discount codes, promotions and travel perks.

Source: Wired.com

6

CONSTANT SUPPORT:

Travelers will pay a premium for last-minute booking, cancellation with an OTA. Travel agents will **leverage vendor relationships to advocate for travelers** when unexpected changes occur.

How Much is Your Time Worth?

$26.39

HOURLY WAGE

of the average American:

22.95

NUMBER OF HOURS

Americans spend on travel websites 6 weeks prior to booking a vacation

$605.65
time savings

Sources: Bureau of Labor Statistics
and Expedia's 2017 "The American Traveler's Path to Purchase"

Cash Savings Using a Travel Agent

ACCORDING TO A 2016 ASTA STUDY,

TRAVEL AGENTS SAVE CONSUMERS AN AVERAGE OF

$452
cash savings per trip

Source: *Travel Market Report*

Total Time & Money Savings Using a Travel Agent

$1,057.65
TOTAL SAVINGS

Source: *Travel Market Report*

Additional Resources

Learn more about using a travel agents versus booking online:

- **READ** "Why Bargain Travel Sites May No Longer Be Bargains," at *WIRED*
- **READ** "3 Real-Life Ways Travel Agents Save You Money," on *Host Agency Reviews*
- **VISIT** ASTA's *TravelSense.org* to help you find a travel agent

WHO ARE WE?

Host Agency Reviews® is an independent website connecting home based travel agents and host agencies. With over 100 host agencies and 1,400+ reviews, it's the largest host agency directory on the web. Founded by Steph Lee, a former host agency director, Host Agency Reviews is a resource for home based travel agents during and after their host travel agency search. Oh, and we like to have fun. Lots of fun. :)

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