



Goldrush Getaways Says Consumers Value Product & Destination Knowledge According To Travel Survey

June 28, 2018

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Survey results from an international travel agency organization, including input from member agency Goldrush Getaways of Citrus Heights, CA indicate a shift in sentiment among consumers in what they value most about working with a travel professional. Findings indicate a travel advisor's expertise and know-how far outweigh price when asked what skills and services their customers appreciate most, with the survey responses broken down as follows:

1. 65% Product knowledge (i.e., differences between cruise lines, hotels)
2. 53% Destination knowledge
3. 30% Help in emergency situations
4. 26% Special deals/amenities (i.e., upgrades)
5. 22% Time savings
6. 11% Price

"To have price come in dead last tells me we've turned the corner when it comes to our clients' awareness of the real value that a travel professional makes in creating extraordinary vacations," says Jeff Oestreich,

President, Goldrush Getaways. "And, while our customers are certainly mindful of price - as are we - the days of 'Can you get me the super best deal' are no longer a top priority for them. Instead, they're often asking about places and products that deliver authentic experiences, where they're immersed in the local culture or a bucket-list adventure or destination."

This first-ever 'Ensemble Agents Make A Difference' Survey was conducted by Ensemble Travel® Group and reflects input from nearly 2,000 of the organization's members in the U.S. and Canada. Goldrush Getaways has been a member of Ensemble since 2016 and is able to offer its clients a number of special benefits because of the business affiliation. In other survey activity where respondents could choose two skills/services, assistance with air travel was the most called upon service during a trip, specifically:

1. 67% Air
2. 48% Tour/land
3. 32% Hotel
4. 25% Cruise
5. 6% Car rental/rail

And with regards to what generation/demographic is the most appreciative of agents' expertise, results show baby boomers topped the charts at 78%, followed by a distant second of Generation X at 17% and Millennials at 5%. In addition, survey results indicate a banner summer travel season ahead when compared to the same three-month period last year based on Ensemble members' booking forecast, with the responses broken down as follows: 17% reported bookings to be up significantly (more than 25%) 39% up (5-24%); 34% same; 9% down (5-24%); and 1% down significantly (more than 25%).

Goldrush Getaways is an award-winning full-service host travel agency. It was established in 1996 to assist independent agents with an in-house staff of professional agents and member-service personnel. Communication is made easier through toll-free telephone access, email, interactive website, and online webinars. The Cruise Lines International Association (CLIA) has authorized Goldrush Getaways to provide training for its members and agents. Details about the training classes are published in a monthly calendar of events, as well as being available on their website at <http://goldrushgetaways.com>. Face-to-face training and travel booking assistance are also available in the company's offices in Citrus Heights, CA, for the Sacramento area; Campbell, CA, for the Silicon Valley, San Jose, CA, and Bay areas; and Rancho Cucamonga, CA, for Southern California.

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Goldrush Getaways

Goldrush Getaway is an award-winning host travel agency with a reputation for excellence in the industry. Goldrush Getaways provides training, booking systems, and other tools to assist members and streamline the booking process.

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