

Travel Agent Careers Are on the Rise, and No That's Not an Oxymoron

April 18, 2017

April 18, 2017 - PRESSADVANTAGE -

From 1997 to 2013, the number of retail agencies that have employees decreased by 59%, from 22,938 to 9,387. The number of full-time travel agents during the same time span dropped from a high of 124,030 down to 64,250. The reason for this dramatic drop was due to 9/11 and the recession that followed.

Meanwhile, from 2003 to 2015, the number of travel agents working primarily from their homes rose 434%. Even though 40,000 new agents have entered the marketplace, there is still a huge shortage of certified travel agents.

Over 72% of all travel sold in the U.S. is through agent distribution channels. Persons looking at starting a career as a travel agent and opening home-based travel agency have a lot of opportunities in 2016. Consumers today are pressed for time more than ever before. People using the internet are getting information overload and are looking for personalized service.

According to Paul Davis, President of AARC Host Agency, "Consumers are increasingly using certified travel advisors and I think the data bears that out. Average sales are on the rise, and agencies are thriving. 87% of our members in the first three quarters of 2015 reported that their revenues were better than the year before for the third year in a row.

"Access to travel information doesn't make you a travel professional." Paul says, "Many consumers want insider information about a destination from a person who knows the destination well." He adds that, travel agents are now certified travel niche specialist, and most agents travel to three or four countries each year.

The biggest problem for travel agents, is that people believe there's a big markup in price when booking travel with an agent. This is simply not true. Travel Agents have more buying power or more sway with cruise lines and resorts. The agents are able to leverage their relationships with suppliers, and their clients benefit from those relationships. Those benefits could be free upgrades or added amenities. Certified travel agents can also beat the prices that clients find on the internet 80 to 90% of the time.

There's a very robust and growing segment of home-based agents operating on their own travel business with the help of host agencies like AARC Host Agency. Host agency's train new agents, provide on going training, technology, websites and everything a person needs to become a home-based travel agent and open their own online travel agency.

Customers more than ever want to feel safe and travel agents are there before, during and after their journey. I think clients have a limited amount of time these days, and are looking to agents to explain all the different options. Every year customers are becoming more adventurous with their travel goals to more non-mainstream destinations. They're also asking more specific questions about those destinations.

AARC Host agency, has trained over 1,000 travel agents, he said. It's all about knowledge and service. More and more people want to deal with experts, and they also want their own personal travel agent who can serve them with a high-touch level of personalized service.

###

For more information about AARC, contact the company here: AARCPaul Davis
631-231-5032 paul@aarchostagency.com 156 Wheeler Road, Central Islip, NY

AARC

AARC is a host agency for a travel school/

Website: <http://homebasedtravelagents.org/>

Email: paul@aarchostagency.com

Phone: 631-231-5032

Powered by PressAdvantage.com