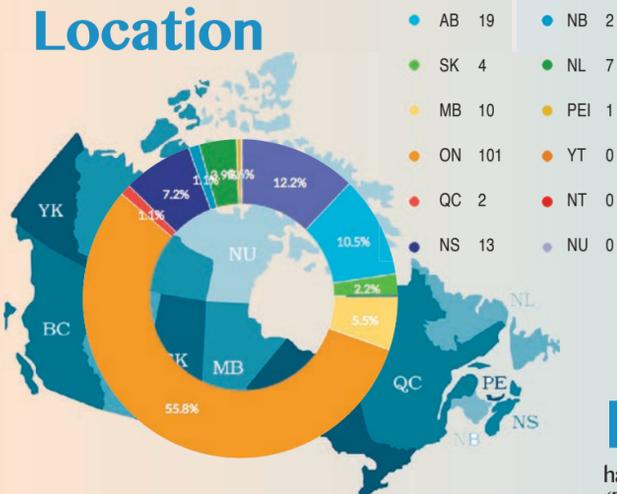


# Nationwide survey uncovers WHY Home-based Agents are on the rise!

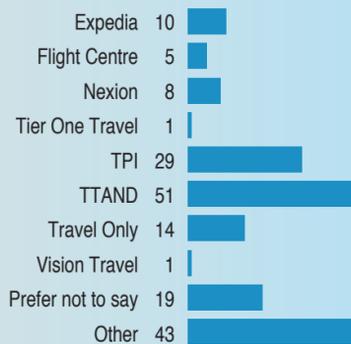
This survey of almost 200 hosted travel agents across Canada was commissioned in December 2016 by the Travel Agent Next Door to gain further insight into the growing number of hosted agents and to determine how best to serve their needs in the future.

## Location



## Where?

Which host agency are you currently with?



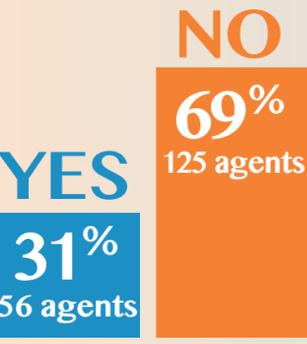
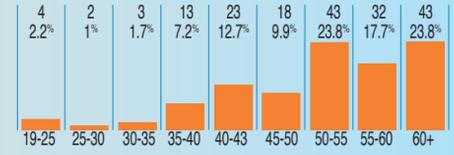
## How long

have you been a home based travel agent?  
(Do not include years as an agent in a bricks & mortar agency)

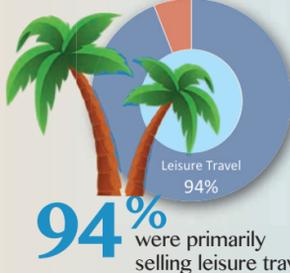


## Age

How old are you?



Have you worked with more than one home based agency?



## Work/life balance

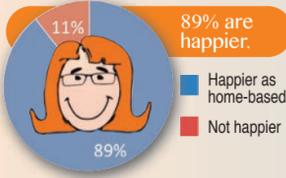
92% of respondents said they believe they have a better work/life balance since becoming an at home hosted agent.

## 94%+

94.5% of agents are paid commission only by their host agency.

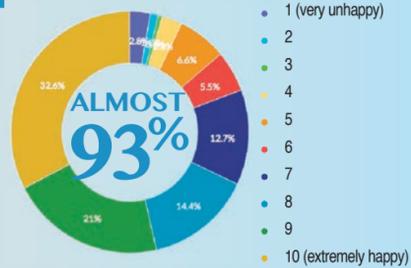


## 89%



## Happiness!

Has becoming a home-based agent improved your quality of life?



92.8% of travel agents are happy or extremely happy with their host agency.

## Better life



What items do you feel result in a better life since becoming a home-based agent?

## MORE™ Money!



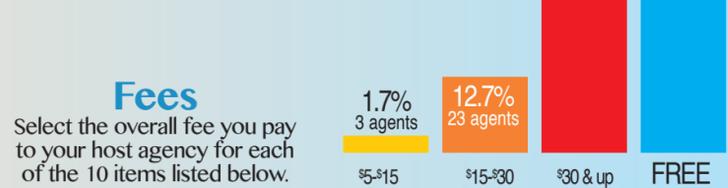
Almost half said they are earning more now than when they worked in a bricks and mortar agency.

## 76%+ Satisfied

76.2% of agents were satisfied with their current compensation package with their host agency.



Do you earn a greater share of the overall commission as a home-based agent compared to working at an agency (bricks n mortar)?



## Fees

Select the overall fee you pay to your host agency for each of the 10 items listed below.



Almost half don't charge customers a service fee for a booking.

## Features

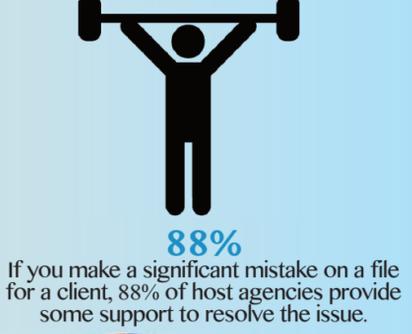
What features does your host agency provide you with?

- Dedicated telephone support
- Access to Executive level
- Your own booking/lead generation website
- Targeted email campaigns to your clients
- Award-winning Travel Mappers (both magazines & leaflets)
- The ability to share your ideas
- A yearly conference
- Ongoing training & development programs
- A network of colleagues
- Fam opportunities
- Accounting support
- Back office support



## Support

53% of host agency mandate support of specific suppliers.



## Website

Almost 80% provide agents with their own website.

What's included in your website.

- Lead Generation: 79
- Subscribing to your email marketing list: 101
- Air booking engine: 86
- Hotel booking engine: 110
- Car booking engine: 99
- Cruise booking engine: 101
- All-inclusive booking engine: 111
- Activities booking engine: 73
- Travel Protection booking engine: 95
- Rental Homes booking engine: 48
- Tee-time booking engine: 37
- Park n Fly rebate: 58
- Travel offers and specials: 95
- HD videos: 46
- Free trip giveaway: 63
- Social Media links: 97
- Customization of pages: 93
- Links to award winning travel publications: 62
- Travel tips and advice: 90
- Travel blogs: 74
- 100% responsive on all devices: 79
- My agency does not offer a website: 27



Survey commissioned by



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